

A PUBLIC RELATIONS COMPANY

\$375,000 VIRGINIA SLIMS OF LOS ANGELES

August 9 - 15, 1993

WRAP-UP REPORT

Presented by:

**THE ROBBINS GROUP
A PUBLIC RELATIONS COMPANY**

2040230735

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1993
VIRGINIA SLIMS OF LOS ANGELES

EXECUTIVE SUMMARY

I. SUMMARY AT A GLANCE

The Virginia Slims of Los Angeles is an established summer tradition in Los Angeles, the entertainment capital of the world. It is a well-produced, attended and publicized event which generates excitement from the fans, players and media.

The media coverage reached communities beyond Los Angeles as far away as Santa Barbara, Palm Springs and San Diego. Tournament week, nine of the 10 major dailies in Southern California staffed the event with a combined daily readership of 4,825,037. Nationally, both the Associated Press and USA Today assigned reporters to cover. Additionally, more broadcast requests were received and filled than in past years. Total media impressions for the event were 62,391,137

Every aspect of the tournament was a big success. More than 57,000 attended the matches. Virginia Slims was showcased as a first-class sponsor of women's tennis. The Robbins Group, on behalf of Virginia Slims, furthered good relations with the media who have come to rely on the professional and efficient manner in which their needs are met. All of this was reflected in the extensive and positive media coverage.

II. HIGHLIGHTS

A. Publicity

- o Hispanic Media/Gigi Fernandez -- A goal this year, and a promoter priority, was to reach the large hispanic population in Southern California which accounts for nearly 40% of the people. Our options were limited because of player availability. We decided to try a conference call with Puerto Rican-born Gigi Fernandez. This was not an easy sell since the L.A. media was not familiar with Gigi. The end result was great, with participation by five out of seven possible media outlets.
- o L.A. Times/Jim Murray Column -- A key placement was the highly read L.A. Times Pulitzer prize winning columnist, Jim Murray. The article on Gabriela Sabatini ran tournament week. As area newspapers are shifting to localized stories, the L.A. Times becomes the primary source for reaching the greater Los Angeles area. Murray's column is also important because it is read by people that may not regularly follow tennis.
- o Off-Sports/Good Day L.A. -- A real coup, this was the first morning talk show in many years to air a portion of their show from the tournament. We are proud to report that we filled their request without the use of a top player. Live interviews included Magdalena Maleeva, Shaun Stafford and tournament promoter Jerry Diamond.

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II. HIGHLIGHTS (CONT)

- o Tennis Media/TennisWest Magazine -- For ticket sales, in addition to our regular tennis column placements in the daily papers, this is an important publication. Traditionally, the men's event, which runs one week prior to ours, is given priority coverage. This year, we were included on the cover plus secured a full-page feature story and a post-event story.
- B. Promotions
 - o Breakfast at Wimbledon -- A new idea executed this year was a promotion sponsored by the Virginia Slims of Los Angeles that tied-in NBC's coverage of the women's final at Wimbledon. Geared to tennis fans, a local sports bar/restaurant that serves breakfast was approached to televise the match. The public was invited and the goal was to create awareness for the L.A. tournament. The restaurant prominently featured the tournament in their newsletter that was sent to over 2,500 households. Tournament tickets and Virginia Slims merchandise were given away.
- C. Public Relations
 - o Spanish Consulate -- We suggested and arranged for the new Spanish Consulate in L.A. to hold a reception honoring Arantxa Sanchez Vicario. TV star David Hasselhoff attended at the Beverly Wilshire Hotel. Photos were serviced to the tennis magazines and to the Spanish press. The event created goodwill between the Consul General, Arantxa and the tournament, and set the stage for a publicity event in 1994.

III. CHALLENGES

- o Shrinking Opportunities -- The national economic problems have hit California late. This year has been devastating to all of Southern California in many ways. As publicists, we found our job to be tremendously more difficult as newspapers became smaller in size or combined with other papers. Budgetary cuts meant that most staff writers of the larger dailies were assigned to a beat and unable to write features. Special events coverage was greatly reduced. We needed to work much harder and be more persuasive with our pitches since there were fewer opportunities.

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III. CHALLENGES (CONT)

- o Player Availability -- Each year, player availability becomes more difficult. It has a direct impact on both the sports and off-sports coverage. We realize that our challenge is to develop publicity ideas that do not involve players, and especially the top players. However, following the premise and fact that there is a reduced amount of placement options, it is of paramount importance to have player cooperation. The media in L.A. doesn't need to look far to find another superstar seeking publicity to fill the space.

In the eight years we have handled the PR for the Virginia Slims of Los Angeles, this has been the most frustrating. While the publicity results are good, they could have been exceptional if "any" of our creative ideas had actually happened.

Two disappointing situations are representative of many others. They are: the cancellation of a draw party at Vons supermarket when the top players either declined to participate or had scheduling conflicts; and, a last minute cancellation by the players of a national/local photo shoot with Martina Navratilova and Pam Shriver taking batting practice at Dodgers Stadium.

The publicity placements primarily affected were national and local off-sports.

- o Off-sports -- A new trend in L.A. is that the major dailies want local angles and most will not consider a story that is taking place outside of their readership area. This leaves the L.A. Times as the main paper for off-sports. A big difficulty is the Times "View" section feels that athletes do not merit the off-sports attention of Hollywood celebrities. Couple these problems with a shrinking paper size and lack of player availability, and off-sports becomes our biggest challenge in publicity placements.
- o Negative Publicity -- A very sensitive area, we are always on guard against negative sponsorship stories. We strive to keep features focused on the event and the positive role Virginia Slims has played in women's tennis. Out of 238 articles written, we saw only one negative mention.

IV. FUTURE RECOMMENDATIONS

- o Player Availability -- Stronger emphasis needs to be placed on the WTA rule requiring players to be available for tournament week publicity. We have generally had success with conference calls prior to the event. But we need to be able to obtain more time with the players once they are on site in order to secure big placements. The L.A. market has six professional sports franchises and an abundance of entertainers and celebrities. The media and the public are very savvy and only highly visible performers and athletes are covered. The Virginia Slims of Los Angeles needs and warrants an advance media day, a draw party, advance conference calls, and player cooperation tournament week.

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EXECUTIVE SUMMARY/PAGE 4

IV. FUTURE RECOMMENDATIONS (CONT)

- o Creative Publicity/Promotional Opportunities -- This tournament has enjoyed tremendous sponsor and fan support over the years and has not needed to rely on promotions to sell tickets and generate publicity. As the Southern California economy continues to decline, there has been a negative effect on ticket sales. Next year, it may be beneficial to take a more aggressive approach in reaching the public with a variety of promotions to help publicize the tournament.

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TUESDAY

AUGUST 10, 1993

CC++

JIM MURRAY

She Went to Wall,
and Turned Into
Major Tennis Star

The first look you get at Gabriela Sabatini, you wonder who the criminal was who put a tennis racket in her hands. It's like outfitting Sharon Stone with a javelin. Or a discus.

This is one of the great beauties of our time. Forget Hollywood. You imagine Helen of Troy looked like this. Bathsheba. Eleonora Duse.

Da Vinci would want to paint her. She would hang in the Louvre if she had come along in his lifetime.

First of all, there are these large luminous dark eyes, as black as midnight, with a hint of sadness in them, lashes a movie queen would envy, only they are hers, not Westmore's. She has the kind of coloring people lie in the sun in Martinique all winter to get—dark olive, as smooth as a rose petal.

She doesn't need tennis. She should be an opera star. She has this air of sad mystery about her that kings leave thrones for. What she is doing in an activity where love is a shutout is something for someone else to answer for. She should be driving men mad in remakes of "Camille" or on Broadway playing O'Neill's most tragic heroines.

Of course, without tennis, nobody might have known this except for a few bouquet-carrying *caballeros* from Buenos Aires. It's really the fault of her brother, Osvaldo Jr. She used to follow him everywhere when they were growing up in Argentina. One of the places he went was to the tennis court. Little sister tagged along, but he wouldn't let her play—so she spent her time hitting a ball off a grandstand wall. A coach came along and marveled at her natural ability. "I was hitting some very good shots," she recalls. The wall never won a point.

"He asked me if I wanted to work on my backhand," Sabatini says. It was a fateful question. Pretty soon, the 18-year-old Gabriela was defeating 12-year-olds and some of the greatest young players in Argentina. She caught the

Please see MURRAY, C2

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MURRAY

Continued from C1

eye of a Chilean expert, Patricio Apey.

When she could have been playing with dolls in her bedroom, she was playing tennis all over the world against players four to six years older than her—and beating them.

Apey took her to Florida to test her game against the best youngsters there. When they couldn't get the ball by her, he knew he had another Maria Bueno. Or Chrissie Evert.

Painfully shy, adrift in a bewildering world where people talked fast and funny, the budding young beauty had nothing but tennis to cling to. She spent her days playing tennis and her nights crying. She recalls: "I was crying all the time. I was alone, I was far from home. My parents came to stay with me sometimes, but when they went home, I would fall apart."

Sabatini was not one of those prodigies pushed into games by doting or manipulative mothers or

fathers. Her parents made it clear they would welcome her going back to school if her career were to stop. Tennis was not their priority, it was hers.

"My career didn't stop," she says. "I loved the game, if not the rest of it." She was precocious. She played in the U.S. Open at 14 and got to the third round before being eliminated by Helena Sukova.

She turned pro at 15. She progressed steadily. It was nothing you could put your finger—or your racket—on. "She just keeps backing you up," is the way her coach, former U.S. Davis Cupper Dennis Ralston, puts it. If she had a weakness, it was that her serve was somewhat less than intimidating. But her ground strokes were "heavy," hard to get a racket around or through. "She hits as hard as some of the guys," Ralston says.

When she made the final of the U.S. Open in 1988 at the tender age of 18, the world was impressed. When she won it two years later, she became the first woman from her country ever to win a Grand Slam tournament and the most popular figure there never to fight

bulls or kick a winning goal in a World Cup.

If her tennis attracted the crowned heads—she made the final at Wimbledon in 1991—her looks attracted Madison Avenue. Pretty soon, she had her line of perfume, "Gabriela Sabatini," followed by "Magnetic." She was the first female sponsored by Pepsi-Cola.

Her shyness evaporated as her exposure condensed. But her game seemed stalled at a level below her promise. She lost at Wimbledon and in the French Open in the quarterfinals this year; she lost in the finals of the German Open and the Italian Open, an event she has won four times. Still, she has won 25 tournaments, 521 matches and \$6.5 million in her career and is currently ranked No. 5 in the world.

You will have no trouble recognizing her at the \$350,000 Virginia Slims of Los Angeles tournament at the Manhattan Country Club this week. She will be the one you won't be able to take your eyes off of, even when she isn't holding a tennis racket.

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Includes Southern California Tennis Association News

TENNIS WEST

Classic

Marlina Navratilova
Virginia Slims of LA

Pros Are Coming to the Southland

John Borg
Los Angeles Strings

Pete Sampras
Volvo Tennis/Los Angeles

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Openers

City of the Year

On July 19, Supervisor Edelman will join Jack Kramer in a ceremonial kick-off of the AAFUSTA/NJTL summer program held at 115 sites throughout the Southland. The ceremony will highlight Los Angeles as City of the Year as well as recognize the sponsors of the junior pro-

gram and increase public awareness of tennis as a fun, character-building sport. Alex Olmedo and others will participate in exhibition matches. The ceremony will be held at Poinsettia Park in Hollywood. The public is invited.

Nike at Cabrillo

Nike shot a Cabrillo Racquet Club junior tennis clinic in May. It will be used in Nike retail outlets and in a presentation to mass distributors. Some 70 of the CRC juniors were on hand and received Nike shoes and apparel.

Bryan, co-owner of the club, noted that it was exciting and crazy with boom microphones on the courts and crowds watching the filming.

Nike, interested in promoting tennis at all levels, was attracted to Cabrillo for its junior program.

According to a quote from the Camarillo Daily News, Nike's marketing manager for tennis Dave Larson, said, "Wayne's got a great program going.. They add a lot of fun and excitement to the game. This is not the spoiled tennis stuff you see a lot of time. It's real refreshing."

Pro Satellite Circuit

Just a reminder, the USTA Men's Pro Satellite Circuit - Segment 5 comes to Southern California in September. The circuit includes a series of four tournaments with the final event designated as a masters championship. Players who earn an entry into the masters championship earn valuable ATP points.

The first tournament, to be held at the Rio Bravo Resort in Bakersfield, will start on Sept. 9; qualifying tournament, Sept. 17. Call Nelson Baner at 805-872-5000 for further information.

The second event will be held at Whittier Narrows Tennis Center in South El Monte Sept. 27 with qualifying on the 24th. Contact Horacio Tamborini, 818-575-4737.

The third tournament will be held at the Anaheim Tennis Center in Anaheim on Oct. 4; qualifying starts Oct. 1. For more details, contact Ron Metcalf, 714-991-9090.

Pre-Qualifying tournaments may take place. Contact the above tournament directors for particulars.

The fourth and final tournament is the masters championships scheduled Oct 11 at the Los Angeles Tennis Center on the UCLA campus. Participants to the masters event will be determined by the results of the first three tournaments. Call Annette Buck at 310-208-3838 for further information on the masters as well as for general information.

Coach Xanthos Retires

It is time to move forward and to give back for Paul Xanthos, who is setting aside his three-decade association with California community college tennis for a challenge that is fresh and familiar to the coaching legend.

Xanthos, 72, has decided to retire after 29 seasons at Pierce College in Woodland Hills and resume work on his original objective, his lifelong goal of exposing the sport to as many children and teenagers as possible in the San Fernando Valley.










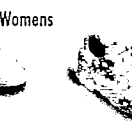

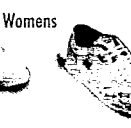

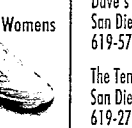
He and former Pierce standout Steve Starleaf are seeking to build a tennis stadium at McCambridge Park in Burbank, with the hope of opening a top-flight junior academy. Xanthos has joined the Burbank Parks and Recreation District as director of tennis.

"One of my dreams has always been helping the kids who have not had the benefit of a tennis lesson," Xanthos says. "I'm going to work with the kids who can't afford them — maybe even gang members."

People close to Xanthos have little doubt that he could make it possible for something even that unlikely to happen. He has been running tennis programs successfully for almost 50 years, and continues to radiate the fit look of a man in his 50s.

It all began for Xanthos in 1947, when he assumed control of the tennis teams at North Hollywood High School. He had just graduated from Occidental College and for the next 15-odd years developed

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Highest Performance And Durability (Goodyear Indy 500 Max)	<div> Perfecta  Mens </div> <div> Tetra  Mens </div> <div> ProStaff Tour  Mens </div> <div>  Womens </div>	Hank Lloyd's: Anaheim, CA 714-535-7740 Capistrano Beach, CA 714-493-9133 Tustin, CA 714-832-6880 Irvine Tennis Irvine, CA 714-559-0300
High Performance And Durability (Goodyear Indy Plus)	<div> ProStaff Classic  Mens </div> <div>  Womens </div> <div> ProStaff 3/4  Mens </div> <div>  Womens </div>	Paramount Sports Costa Mesa, CA 714-642-6886 Nevada Bob's Anaheim, CA 714-520-0687 Tennis Outlet Laguna Beach, CA 714-497-5056
Good Performance And Durability (Goodyear Court Choice)	<div> Exacta  Mens </div> <div>  Womens </div> <div> Aggressor  Mens </div> <div>  Womens </div> <div> Advantage  Mens </div> <div>  Womens </div>	Racket Stringing Workshop LaJolla, CA 619-454-2778 Dave's Tennis Shop San Diego, CA 619-571-1511 The Tennis Co. San Diego, CA 619-276-6606 The Racket Doctor Los Angeles, CA 213-663-6601

Wilson

Three of Top 5 Will Play Slims

Arantxa Sanchez Vicario, Martina Navratilova and Gabriela Sabatini, three of the top five players in the world, have entered the \$375,000 Virginia Slims of Los Angeles, presented by BMW. Combined, this trio has won 200 career singles titles and over \$29 million in prize money.

A summer tradition in Southern California, the tournament will be held Aug. 9-15 at the Manhattan Country Club in Manhattan Beach, Calif. The 41st stop on the 1993 Kraft Tour will consist of 56 singles players and 28 doubles teams with the winner in singles receiving \$75,000.

Sanchez Vicario is the hottest player on the tour this year and is enjoying a career-high Virginia Slims ranking of No. 3. She successfully defended her title at Lipton with a win over Steffi Graf and again defeated her in the final at the Citizen Cup. Her two other victories were at Amelia Island and Barcelona. She was also a finalist at Hilton Head and the Virginia Slims of Florida.

Navratilova, the winningest player in the history of tennis and the No. 4 player in the Virginia Slims rankings, will defend her 1992 title at the Virginia Slims of Los Angeles, an event she has won a record seven times. Off to a strong start in 1993, she has won two of the four events she has played. At Paris, she upset No. 1 ranked Monica Seles in the final and at Tokyo she defeated Graf in the semifinals and went on to win the tournament. At the Virginia Slims of Chicago she reached the final and was a quarterfinalist at the Italian Open. The victory earlier this year against Seles gave Navratilova the dubious distinction of being the oldest player (36 years and four months) to beat the No. 1 player. The record had previously been held by Billie Jean King (36 years and three months) who ironically defeated a then-No. 1 ranked Navratilova at Houston in 1980. Navratilova's two victories continue a 19-year streak of winning two titles a year and boosts her bench-mark career singles titles to 163.

Sabatini of Argentina, No. 5 in the Virginia Slims rankings, is returning to the tournament after a one-year absence. To date in 1993, she has reached the finals of the Italian Open and Amelia Island and the semifinals of five other events. In 1990, she captured her first grand slam title at the U.S. Open. She is being coached by Dennis Ralston who has coached such notable players as Chris Evert, Stan Smith, Roscoe Tanner and Yannick Noah.

Other players scheduled to play include Jana Novotna, Kimiko Date and Zina Garrison-Jackson.

The Virginia Slims of Los Angeles is one of six Virginia Slims sponsored events in the U.S. on the 1993 Kraft Tour, which culminates in November with the season-



Martina Navratilova, this year's L.A. Slims defending champion, is going for her eighth win.

Martina: In a League of Her Own

By Olga Houlgate

Martina Navratilova has seen many changes in her chosen sport of tennis.

She has seen herself go from winning 13 of 22 matches in 1974, her first year on the professional tour, to earning the top ranking in the world. She was No. 1 in 1978 and '79, then she dominated from 1982 to '86. For five consecutive years she was the world's best woman player. No wonder she was named Female Athlete of the Decade by AP, UPI and the National Sports Review.

Martina has seen herself change from a chunky teenager to a slender, muscular world class athlete. Her taste in music has gone from the Carpenters or Neil Diamond to Elton John and k.d. Lang.

She has seen her native country of Czechoslovakia change its political stance since her defection in 1975.

Professional tennis now has to deal with security problems due to the Monica Seles stabbing in Germany earlier this year. Since that incident, players are more suspicious of people around them as they go on and off the court.

Martina has been dealing with security problems from the beginning of her tennis career.

Martina first experienced a heckler at the Virginia Slims Championships in Los Angeles her first year on the tour. In a first round match some guy yelled "Khorosho" which means good in Russian. She yelled back "No Russian." She lost that first set 1-6. She got her concentration back in the second set when another spectator shouted "Russian." She went on playing while tears came down her cheeks. She won the match 6-2, 6-0. Afterwards she was sobbing in the locker room, "This is the worst day of my life. Nothing like this ever happened before." Perhaps, it was a sign of the future, albeit not as violent as what happened to Seles.

On the need for more security, Martina says, "Obviously, they need to increase security, with bodyguards looking for dangerous characters instead of just autograph seekers."

For the past three years Martina has been playing the same number of tournaments probably because she has been so successful in her career that she can now pick and choose when she wants to

play. Tennis has been her life, but now other interests are taking her time. Among those is support to non-profit groups and charitable causes, especially work to benefit underprivileged and abused children. When asked if these outside interests cut into her training schedule she says, "No, that's why I don't do as much as I'd like to do." In March she was awarded "The Player Who Makes a Difference" at the Family Circle Magazine Cup tournament.

Navratilova will be back to defend her title at the Virginia Slims of Los Angeles held at the Manhattan Country Club, Manhattan Beach, Aug. 9-15. She has won this event a record seven times.

Martina likes to play Los Angeles. She says, "It means playing in front of a lot of friends. I've been coming to the Virginia Slims of Los Angeles since 1974 and the fans are great, and I enjoy playing in front of a very supportive crowd."

One thing that hasn't changed about Martina, probably the greatest woman to ever play the game, is her competitive spirit. She says, "All tournaments are important to win. Every time I enter a tournament, I play to win."

ending \$3.5 million Virginia Slims Championships at New York's Madison Square Garden. The top 16 singles players and the top eight doubles teams, determined by points accumulated during the year

will vie for the \$1 million in tournament prize money. The top 20 singles players and eight doubles teams will also be eligible to receive money from the \$2.5 million Virginia Slims bonus pool.

Tickets for the Virginia Slims of Los Angeles are on sale, ranging from \$10 to \$28. To charge tickets by phone, call tournament office at 310-546-7753 or Ticketmaster outlets.

RACQUET TESTING

Here's what our testers had to say about these racquets

By Steve Casey



A well chosen racquet can make a big difference in your game. While the racquet won't create new strokes, it can make the strokes you have easier to execute, and that can be a real

confidence booster. With an ever-increasing combination of features built into the frame, the racquet for you is out there. Of the racquets tested, this review presents an opinion of each frame's strengths and the style of play to which they are best suited.

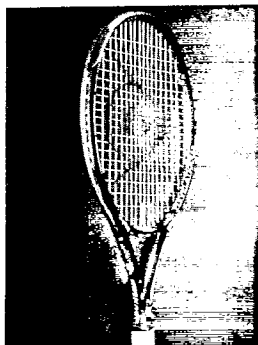
We tested 14 racquets this year. This certainly has its limitations, since there are close to five times that many racquets on the market. However, the frames we chose contain a majority of the features offered on the market. In this respect, we want to show you how these features perform on the court. Each racquet tested was strung at the mean of the manufacturer's recommended tension range.

Our test team consisted of 12 members (8 men and 4 women) whose NTRP ratings vary from 4.0 to 6.5. All are members of the Palisades Tennis Club where the testing was supervised by club owner, Ken Stuart (see story on page 16).

In terms of age, occupation and experience, the team covered a wide tennis playing spectrum. At 20, Australian tennis pro, Danielle Thomas, is our youngest member. Retiree Bill Rosener, who has played the game for 45 years, is the oldest at 61. The other pro on the team is Danielle Scott, 23, who is playing her first year on the circuit.

Phil Hamilton, a 38 year-old lawyer started playing when he was 9. Brennan Cassidy, a 49-year-old physician picked up a racquet when he was 39. Other doctors on our staff are Mark Sada, 29, and cardiologist Mike Rodriguez, 32.

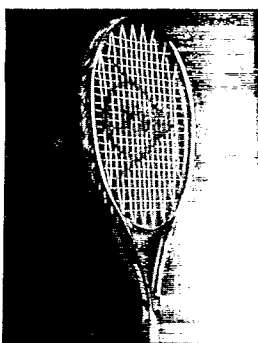
The other two women on the test team are homemaker Sue Bradbury, 43, and court director at the Palisades Tennis Club, 28 year-old Patty Fleshman. The team includes salesmen Tom DeAvila, 47, and Scott Morton, 35. The staff is rounded out by INS agent, Paul Brown, 46.



DUNLOP Revelation MP 8.2 115

Hitting Area: 115 sq. in.
Weight Strung: 11.9 oz.
Rec. Tension: 58-65 lbs.
Materials: Graphite
Features: Impact Shock Isolation System, Dual Taper, Vibrotech Damper.
Price: \$170.00

The test team found the Revelation MP 8.2 115 to favor a player with an all-court game, but with the ability to serve and volley comfortably. The highlight of this racquet was the excellent comfort and feel on groundstrokes. Coupled with this was the racquet's extremely forgiving nature on off-center hits: stability, accuracy and pace were well preserved. Women unanimously found the frame too large to maneuver comfortably. Most testers felt the racquet provided adequate power and good to very good control on serves. At the net, men in particular noted the Revelation MP 8.2's responsiveness on volleys.



DUNLOP Revelation DP Super 95

Hitting Area: 95 sq. in.
Weight Strung: 11.4 oz.
Rec. Tension: 45-55 lbs.
Materials: Graphite
Features: Isolated Shock Isolation System, Dual Plane stringing system.
Price: \$270.00

The Revelation DP Super 95 is recommended for the all-court player who, while not afraid to attack the net, is more comfortable in the backcourt. The major strength found by the test team was in serving. Although receiving only moderate support for power, the racquet was a standout for control on first serves and great spin on second serves. All testers reported the racquet very responsive on volleys. The feel of the racquet on groundies was considered very good, and was also found to augment shots with some pace. Good to very good ball control was noted by the racquet's ability to generate some extra spin on the ball. Modest support was given for stability. Maneuverability for men and women was rated as good to very good.

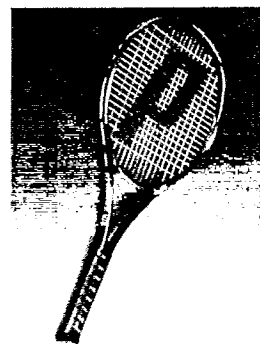


MITT U.S.A. Rocker 9.7

Hitting Area: 97 sq. in.
Weight Strung: 10.5 oz.
Rec. Tension: 57 lbs.
Materials: Graphite
Features: Rocker Stringing System
Price: \$259.00

The newcomer to the tennis racquet market, the Rocker 9.7 is recommended for the all-court player. Players had several strengths to report. The men described the racquet as extremely stable with all commenting on its very good to excellent feel. Men also found the racquet easy to maneuver.

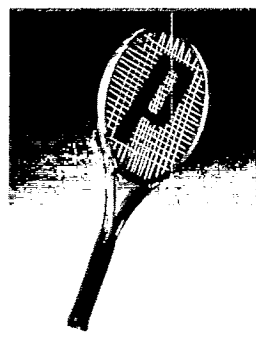
Perhaps the high point of the review was the almost unanimous agreement on superior ball control and the racquet was found to put a lot of extra spin on the ball. Off-center hits were noted as maintaining good pace. Good power was found on first serves, and once at the net, the Rocker 9.7 demonstrated great touch and crisp responsiveness.



PRINCE Synergy Lite Mid Plus

Hitting Area: 100 sq. in.
Weight Strung: 10 oz.
Rec. Tension: 50-65 lbs.
Materials: Graphite, Liquid Crystal Polymer.
Features: Featherlite Technology, Constant Taper System, cushioned grip, vibration damper.
Price: \$225.00

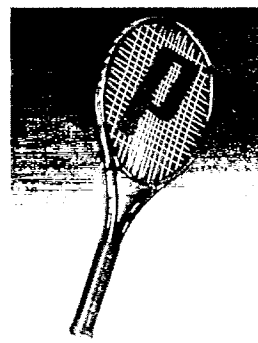
The Synergy Lite Mid Plus is recommended for the all court player who is inclined to come into the net whenever possible. This racquet is found to be stable to very stable on groundstrokes with good feel on the ball. Off-center hits leave the racquet stable although pace is lost. Women reported the racquet added power to their groundstrokes, and found the racquet responsive on volleys. The men listed the racquet as excellent for extra pace on serves. The Synergy Mid Plus was also considered to have very good to excellent maneuverability.



PRINCE CTS Synergy DB 26 Mid Plus

Hitting Area: 100 sq. in.
Weight Strung: 11.9 oz.
Rec. Tension: 50-65 lbs.
Materials: Graphite, Liquid Crystal Polymer.
Features: Constant Taper System, cushioned grip, Double Bridge Elastomer.
Price: \$180.00

The CTS Synergy DP 26 Mid Plus is considered by the team to favor the all-court player whose strength is on the baseline. The most noticeable benefit of the racquet was in serving. Pace and control on first serves was considered excellent. More outstanding, was the racquet's ability to generate spin on the second serve. At the baseline, testers noted very good to excellent maneuverability, with some extra pace for both men and women's games. Another area of note was the Synergy Mid Plus' good to very good stability. The women in particular commented on its minimal vibration on off-center hits. At the net, although the testers noted an absence of power, they felt the racquet possessed great touch.



PRINCE Vortex SB Mid Plus

Hitting Area: 97 sq. in.
Weight Strung: 11.45 oz.
Rec. Tension: 45-60 lbs.
Materials: Graphite, visco-elastic matrix
Features: Vortex Technology, staggered string system, cushioned grip.
Price: \$275

The test team considers the Vortex SB Mid Plus to be a racquet for the all-court player. Off the baseline, players found the racquet to have good stability and good feel. While the men noted the racquet helped them generate some pace, the women reported the Vortex Mid Plus added significantly more power to their strokes. Another strong point was its ability to generate extra spin allowing excellent ball control. Both men and women reported very good to excellent maneuverability. The racquet also came up strong on serves where it added extra power on both serves, with good kick on the second.

23 DE JULIO DE 1993
AÑO 3 - NÚMERO 128

VARIEDADES

EL SEMANARIO EN ESPAÑOL CON LA MAYOR CIRCULACIÓN

LOS UNIDOS



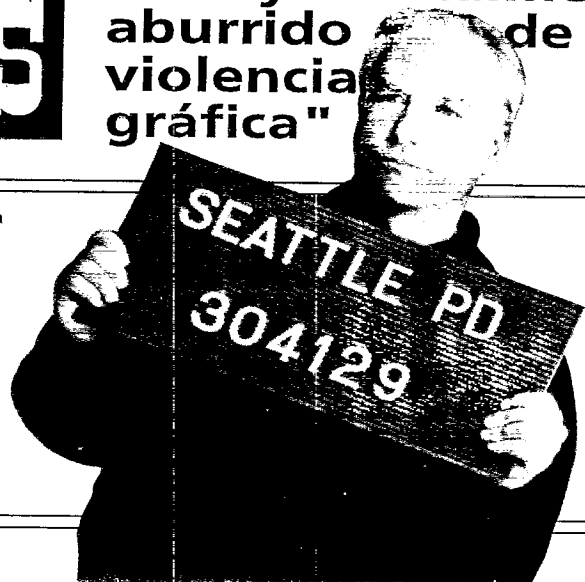
Entrevistamos a Richard Dreyfuss
y a Dan Aykroyd



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RICARDO DREYFUSS

"Estoy mortalmente aburrido de la violencia gráfica"



Por Gabriel de Lerma

Continúa...

Es uno de los pocos actores de Hollywood que tiene la suficiente credibilidad para hacer roles dramáticos sumamente difíciles y al mismo tiempo participar en comedias delirantes. Es que a pesar de haber ganado un Oscar al Mejor Actor por su trabajo en "La chica del adiós" ("The Good-bye Girl") en 1977, Dreyfuss trabajó en proyectos tan diversos como le fue posible, a veces en obras de mucha calidad y otras en proyectos meramente destinados a entretener. Fue el socio de Steven Spielberg en dos de los proyectos que lo volvieron número uno, "Tiburón" ("Jaws") y "Encuentros cercanos del tercer tipo" ("Close Encounters of the Third Kind"). Pero también trabajó en películas como "Tin Men", "Down and Out in Beverly Hills", "American Graffiti", "Moon Over Parador", "Nuts", "Whose Life Is It Anyway?", "Let It Ride", "Always", "Postcards From the Edge", "Rosenkrantz and Guildenstern are Dead" y "Once Around". Sus últimas películas fueron "What About Bob?" con Bill Murray y la desapercibida adaptación de "Lost in Yonkers".

En 1987 Dreyfuss compartió cartel con un incipiente Emilio Estevez en "Stakeout" una mezcla de comedia romántica y thriller que sacudió las boleterías de la época, bajo la experta dirección de John Badham ("Juegos de guerra"). Seis años después, Dreyfuss ha vuelto a formar un equipo con Estevez, ya establecido como actor protagónico, para hacer una secuela -la primera en toda su carrera- de aquella película. Al tercero se agrega Rosie O'Donnell, una verdadera revelación de la comedia que promete convertirse en otra gran estrella. VARIEDADES platicó con Dreyfuss sobre "Another Stakeout" pocos días antes del estreno de la película.

- Tú dijiste alguna vez que nunca harías una secuela de una de tus películas...

- Yo nunca dije eso. Lo que dije es que usualmente veo mis películas una sola vez. No necesito volverlas a ver porque fui yo el que las hice. Me gustaron casi todas mis películas. En realidad, me gustaron todas, con la excepción quizás de una. Esta fue una película que yo disfruté mucho, y a decir verdad estoy pensando en llevar a mis niños a verla otra vez. Creo que es única. Aunque no creo que mi hijo quiera verla nuevamente.

- ¿Por qué?

- Porque ya la vío.

- Tú empezaste muy joven a actuar. ¿Recuerdas tu primer trabajo frente a una audiencia?

- Tenía nueve años. Hacía un ensayo con la gente del West Side Jewish Community Center, y no fue algo particularmente excitante. Pero yo nunca tuve ninguna duda de que la actuación iba a ser mi carrera, porque siempre me encantó y me sigue encantando.

- ¿Cuándo te diste cuenta que tenías un talento especial para la comedia?

- Siempre hice las dos cosas: comedia y drama. Siempre traté de ser el protagonista de cada obra de teatro, fuera comedia o drama. En realidad lo que me interesaba era ser el protagonista. Por lo que verdaderamente no recuerdo cuándo me interesé por primera vez en la comedia.

- ¿Cómo fue para ti hacer una secuela de "Stakeout"? Por lo general las secuelas suelen llegar mucho antes que esta...

- En realidad la secuela fue pensada inmediatamente después de que terminamos la primera película. Pero llevó mucho tiempo conseguir un buen guión para concretar una segunda. Creo que la razón por la cual decidí aceptar esta secuela, es porque los personajes son muy divertidos para interpretarlos. Nunca tuve dudas de volverlo a hacer si es que la historia era buena. Nos gusta encarnar a estos personajes...

- ¿Tuviste que meterte realmente dentro del camión de la basura?

- Sí.

- ¿Cómo fue esa experiencia?

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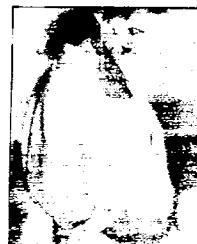
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TENIS

Según el último reporte de la Asociación de Tenis Femenino (WTA), se encuentra ubicada en las clasificaciones individuales entre las 20 mejores del mundo y en la modalidad de dobles, haciendo pareja con la rusa Natalia Zvereva, es la mejor del mundo.

Entre las tenistas de origen hispano que juegan en el circuito profesional, es la tercera mejor después de la argentina Gabriela Sabatini y la dominicana Mary Joe Fernández. Casualmente con esta última jugadora lograron la medalla de oro en dobles en las Olimpiadas de Barcelona '92, representando a Estados Unidos.

Gigi Fernández es oriunda de la Isla del Encanto (Puerto Rico), pero desde los 19 años radica en este país.

Con ocasión del afamado torneo Virginia Slims que se escenifica cada año en Los Angeles, tuvimos la oportunidad de charlar con ella, con el propósito que nos despejara algunas dudas sobre su persona y también, sobre el mundillo del tenis.

- Primero que nada queremos saber por qué se te conoce como

Gigi...
- Bueno, yo me llamo Beatriz, pero resulta que en mi familia a mi hermano mayor le dicen Gege, a otro le dicen Gigo y a mí decidieron decirme Gigi.
- Cuéntame un poco cómo funciona esta exitosa relación o esta sociedad de dobles entre Natalia Zvereva y tú... ¿ella te eligió de

Patty Fendick y le había advertido hacía tres semanas que no quería seguir jugando con ella porque no nos iba nada de bien, y ella tampoco estaba muy contenta. Entretanto, Natalia no tenía pareja fija para jugar, así que decidimos unir fuerzas. Ya en el Torneo de Berlín resultamos campeonas y posteriormente ganamos el Abierto de Francia. De ahí en adelante hemos

nos conocemos. Ya somos más amigas. Creo que lo más importante en un doble es la buena relación, ya que debes compartir durante toda una temporada con tu pareja. Te diría que es casi como un matrimonio.

- ¿Cuáles son las rivales que te dan más trabajo en la cancha?

- En dobles, la pareja integrada por Jana Novotna y la Neiland,

Por Juan D. Chacoff

Habla Gigi Fernández, la mejor doblista del planeta



La mayor virtud de Gigi Fernández es su velocidad

compañera, o más bien fuiste tú?

- La verdad que fue mutuo. En abril del año pasado las dos estábamos sin pareja. Yo hasta ese momento jugaba los dobles con

salido con las manos en alto en varias competencias.

- ¿Qué tal se llevan las dos fuera de la cancha?

- Cada vez mejor, mientras más

son las más difíciles.

- Al parecer, te sientes mejor, ¿obtaines mejores resultados jugando dobles que individualmente?

- Lo que sucede es que he conseguido mis mayores triunfos compitiendo en dobles. Creo que esto se debe a un problema psicológico, ya que me siento muy bien y muy segura cuando estoy acompañada por otra jugadora.

- ¿Tiempo atrás se creó una polémica contigo, debido a que siendo puertorriqueña representante a Estados Unidos en los Juegos Olímpicos?

- Quiero primero recordarte, que como todos los puertorriqueños, soy ciudadana norteamericana. Ahora bien, mi decisión se debió a que sencillamente no tenía la más mínima posibilidad de ganar una medalla si representaba a Puerto Rico, ya que no tenemos otra jugadora de categoría profesional. Yo todavía pienso que tomé la decisión correcta. En Puerto Rico se formó toda una polémica por esto, pero al final reconocieron que no había cometido ningún error.

- Tengo entendido que en una ocasión jugaste un partido con el ex presidente George Bush y su familia, ¿alguna anécdota especial en esa oportunidad?

- Nunca había tenido tanta presión en un juego (se ríe). Yo hice pareja con el presidente y enfrentamos a dos de sus hijos. El señor Bush antes del juego me advirtió que si perdíamos el desafío, él iba a elevar los impuestos.

- Pasando a un tema un tanto controversial. Más de una tenista ha declarado en algunas ocasiones, los supuestos problemas a que se ven enfrentadas debido a la presencia en este deporte de un número importante de tenistas lesbianas. ¿En tu caso particular, has tenido alguna mala experiencia?

- Fíjate que jamás he visto algo indebido en los camarines o en cualquier otra parte, pero esto no quiere decir que no hayan jugadoras lesbianas en el tenis.

Gigi Fernández iniciará su participación en el Virginia Slims el lunes 9 de agosto, en las instalaciones del Manhattan Country Club, el cual se encuentra localizado en el 1330 de Park View Avenue, en la ciudad de Manhattan Beach. Junto a nuestra entrevistada estarán compitiendo jugadoras de la talla de la campeona Martina Navratilova, la argentina Gabriela Sabatini, la española Arantxa Sánchez Vicario y las norteamericanas Zina Garrison y Pam Shriver.

Cualquier información sobre este torneo, se puede obtener llamando al teléfono (310) 546-7753.

DEPORTES

DEPORTIVA

Estrellas del Tenis Mundial en el Torneo Virginia Slim

Martina Navratilova, Gabriela Sabatini, Arantxa Sánchez, Pam Schiver y Zina Garrison- Jackson son algunas de las muchas celebridades tenísticas que participarán en el torneo Virginia Slims que se desarrollarán del 7 al 15 del entrante mes de Agosto que tiene un premio de 375,000 dólares y que se celebrará en la ciudad de Los Angeles.

Un total de 56 tenistas estarán buscando su calificación para el evento principal los días 7 y 8 de Agosto en jornadas que dan

principio a las diez de la mañana.

Las que logren calificar se irán eliminando posteriormente del 9 al 12, para que los cuartos de final se realicen el día 13, las semifinales el 14 y la gran final el domingo 15 de Agosto.

El Manhattan Country Club, ubicado en el 1330 Park View Avenue de Manhattan Beach es el escenario de este evento donde los que gustan de este deporte pueden presenciar a los jugadores de mayor fama de la actualidad.

2040230751



"BREAKFAST AT WIMBLEDON" IN LOS ANGELES
HOSTED BY LEGENDS RESTAURANT AND SPORTS BAR,
THE LONG BEACH PRESS TELEGRAM
AND
THE VIRGINIA SLIMS OF LOS ANGELES

WHAT: "Breakfast at Wimbledon" in Los Angeles hosted by Virginia Slims of Los Angeles and Legends Restaurant and Sports Bar.

Open to the public. Enjoy an early morning breakfast and register to win tickets to the Virginia Slims of Los Angeles (August 9 - 15 at Manhattan Country Club), T-shirts, caps, and other fun items.

WHY: To celebrate the women's singles final of the 100th anniversary of women's tennis at Wimbledon, Legends will show live NBC coverage of this event throughout the restaurant. Top players participating in Wimbledon and the Virginia Slims of Los Angeles include:

Martina Navratilova
Gabriela Sabatini
Arantxa Sanchez Vicario
Zina Garrison-Jackson
Jana Novotna

WHEN: Saturday, July 3, 1993
8:00 a.m. - Live television coverage begins

WHERE: Legends Restaurant and Sports Bar
5326 2nd Street
Long Beach, CA
310-433-5743

2040230752

Breakfast at Wimbledon in Los Angeles

Hosted by Legend's Restaurant & Sports Bar
and

Virginia Slims of Los Angeles

WHAT: "Breakfast at Wimbledon" in Los Angeles hosted by Virginia Slims of Los Angeles and Legend's Restaurant & Sports Bar.

Open to the public. Enjoy an early morning breakfast and register to win tickets to the Virginia Slims of Los Angeles (August 9-15 at Manhattan Country Club), T-Shirts, Caps, and other fun items.

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WHEN: Saturday, July 3, 1993
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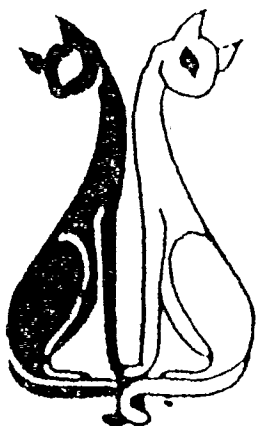
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I. SUMMARY AT A
GLANCE

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1993
VIRGINIA SLIMS OF LOS ANGELES
COMPLETE WRAP-UP REPORT

I. SUMMARY AT A GLANCE

SPORTS PUBLICITY - Pre-Event

There is no question that the Virginia Slims of Los Angeles is a well-established summer tradition with a strong history of solid sports coverage. The tennis and sports media have come to rely on the role The Robbins Group plays in facilitating their pre-event and tournament-week coverage. One key to our success is establishing great relations with the tennis beat writers at five of the area papers which gives us a natural outlet to place notes and stories.

Beginning in May, column notes were placed in five out of seven L.A. Times tennis columns. Additionally, there were four placements in the Orange County Register, three in the L.A. Daily News, two in the Riverside Press Enterprise, and two in the San Gabriel Valley Tribune. The Daily Breeze, the tournament area newspaper, would not use advance notes leading up to the tournament. They are the only major daily in the area without a tennis beat writer and they traditionally do not advance the tournament. We have repeatedly discussed this with them, but they choose not to reverse this policy.

Not having the draw party hurt the pre-tournament weekend coverage. In the past, we were able to secure Saturday coverage by having a player to offer as a story angle, because the draw itself does not lend itself to expanded coverage. The conference calls with Arantxa, from Wimbledon, and Martina, during World TeamTennis, served the purpose, but we could have gotten two hits instead of one if we had held a media day and/or draw party. Two key Sunday placements were a Navratilova feature written by Tommy Bonk in the L.A. Times and a story about a local umpire that appeared in the L.A. Times/Southbay. Both the Daily Breeze and the Daily News had feature stories with photos on the Sunday before the tournament.

Sunday prior to the tournament, Ed Arnold, the KTLA sports anchor, asked for a player to appear on his show. The request was filled with Shaun Stafford. This sports segment is one of the highest rated in the city. Jim Hill from KCBS also asked for a player for his Sunday night sports show, but player availability did not permit us to fulfill this request.

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I. SUMMARY AT A GLANCE (CONT)

SPORTS PUBLICITY - Tournament-Week

Nine out of 10 major dailies staffed the event throughout the week, the same as last year. What we did not have this year were sidebar assignments since staffing had been cut and reporters were on vacation. Both the L.A. Times and Daily Breeze assigned two reporters for the entire week last year, resulting in an additional four placements in the Times and three in the Breeze.

This year, we again had stories from L.A. Times columnists Jim Murray and Mike Downey, although the latter had a negative sponsor mention. This came as a complete surprise, because Mike had never done that before. A decision was made that if he was confronted, it could exacerbate the situation. If we do go back to him for a story, we will determine his intent towards cigarettes before proceeding. Additionally, we had coverage from Michael Ventre a columnist from the L.A. Daily News, who also wrote two stories during the tournament.

All eight of the local television stations assigned reporters and crews to cover the tournament on a regular basis throughout the week. KCAL-TV aired their Friday sports broadcast live from the tournament. Gary Cruz, the sports anchor, interviewed Billie Jean King. Gigi Fernandez and Natalia Zvereva appeared on KABC's Todd Donoho show that follows Monday Night Football.

OFF-SPORTS PUBLICITY

A lot of time was spent developing creative ideas and researching their execution. We had two successes. The first was a charity announcement in the L.A. Times View section for the Ann Meyers reception benefiting the Women's Sports Foundation. The other was when KTTV's Good Day L.A. requested to do a portion of their show live from the tournament.

Another placement was a travel story in the L.A. Times. Unfortunately, they held it until the event and dropped the mention. That was disappointing because we sold them on the idea and worked on it for two months!

There seemed to be a number of obstacles, many out of our control, that we could not overcome. An example, a dog story was lost in the lifestyle section of the Daily Breeze. This was a difficult sell. Arantxa had completed an interview from Wimbledon, but Martina refused her interview and the story was dropped. The good news, is that these ideas are still valid and should be tried again next year.

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I. SUMMARY AT A GLANCE (CONT)

SUPPORTING SPONSOR PROMOTIONS

A key priority for Virginia Slims was to create promotions that would add to Vons' sponsorship of the tournament. A number of ideas were presented in the PR plan. A meeting was held between Virginia Slims and Vons at which time it was determined that Vons would host the draw party and an in-store promotion tournament week. A subsequent planning meeting was held between The Robbins Group, Virginia Slims and Vons to discuss implementation of the ideas. A site check was conducted by The Robbins Group at the store for the draw, and a mailing list was developed to include sports media and various food and business editors. Ultimately, neither of the events took place because of lack of top player availability.

We also contacted representatives from BMW and Re/Max to discuss promotions that would extend their sponsorship dollars, but neither expressed interest in pursuing the ideas further.

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II. HIGHLIGHTS

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II. HIGHLIGHTS

SPORTS PUBLICITY - Pre-Event

- o Hispanic Conference Call/Gigi Fernandez -- A high priority for the promoter and The Robbins Group was to increase our coverage within the Hispanic media. We needed a player with high visibility. We did not want to use Gabriela because her time, as it is, is very limited and Arantxa had already done a conference call from Wimbledon. We selected Gigi because of her No. 1 Virginia Slims Doubles Ranking and her quest for the doubles Grand Slam. This project was very labor intensive because we had to research the contacts, explain the conference call concept, which has become very routine for the tennis media and sell them on Gigi. For a first time effort, the call was successful with five out of seven publications participating. Additionally, photos were serviced to the papers.
- o L.A. Times Feature/Gigi Fernandez -- We also secured a feature in the L.A. Times, prior to the tournament, on Gigi. Jerry Crowe was substituting for Tommy Bonk, the regular tennis writer. We had worked with him on tennis stories previously and pitched him for a Sunday column. He was granted a one-on-one phoner with her. The story ran on July 11.
- o TennisWest -- We really hit the jackpot here with a photo on the cover of the July/August issue and a feature story inside. This is a key placement and hard to get because it is a bi-monthly publication and has strong ties to the Volvo tournament, which is in the same time frame as the L.A. tournament. We pitched them on having Olga Houlgate, the AP tennis stringer to write a feature on Martina. We had to get creative because Martina was not available for the interview. Olga submitted her questions, we faxed them to Martina and received the answers back. Additionally, for the first time we secured a post-event story in the September issue when Olga wrote a story on Tracy Austin.
- o Zina Garrison/Times Feature -- This was another pre-tournament feature in the L.A. Times. Tommy Bonk completed an interview with Zina during World TeamTennis and used it as the lead story in his Sunday column on July 27.
- o Major Dailies/Sunday Prior to Tournament -- For the second year, this placement was more difficult to obtain because it is also the final of the Volvo and Mazda tournaments. Therefore, we worked extra hard to secure placements. We were very successful this year. Tommy Bonk wrote a feature on Martina from the conference call. The L.A. Times/Southbay had an additional feature on a local referee. Both the Daily News and Daily Breeze had advance stories with photos using quotes from both the Martina and Arantxa conference calls.

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II. HIGHLIGHTS (CONT)

SPORTS PUBLICITY - Tournament Week

- o Local Player Features -- We had a number of local entrants and we used it to capitalize on feature stories in the surrounding daily papers. Kimberly Po was featured in the Daily Breeze, Angelica Gavaldon in LaOpinion and Lindsay Davenport in both the Daily Breeze and the Riverside Press Enterprise.
- o KABC-TV/ Todd Donoho's Monday Night Football Show -- Every year this show requests a player for Monday night of the tournament. This year we had to scramble to fill their request. When they contacted us, we suggest Martina and/or Pam because they were planning to attend the nearby Dodger game. When the players canceled their plans at the last minute, we had to scramble to find a replacement. We offered them and they agreed to take Gigi Fernandez and Natalia Zvereva.
- o KCAL-TV -- This is the second year they have requested airing their sports live from the tournament. Gary Cruz, the sports anchor came out on Friday night. He conducted an interview with Billie Jean King for one of the segments. The other two spots were filled with tournament highlights from the evening's match.
- o Jim Murray/L.A. Times -- We have established a great relationship with this Pulitzer Prize winning columnist who is recognized by many as the greatest living sportswriter. Because of his notoriety, it is imperative to offer him a top player. Also, he will never interview anyone by phone that he doesn't already know. He had originally expressed interest in Martina, but his schedule did not permit the interview to take place while she was in town for World TeamTennis. We then pitched him on Gabriela. He completed the interview on Saturday on-site prior to the tournament and the story ran on Tuesday of the event.

OFF-SPORTS

- o Ann Meyers/Women's Sports Foundation Benefit Reception -- We capitalized on this event that was held during the tournament with a item in the "Save the Date" column that appeared in the L.A. Times View section.
- o Monthlies/Regionals -- We had great success in placing calendar listings in the major metropolitan magazines. Placements were made in L.A. Magazine, Valley Magazine, Where Magazine, Westways Magazine, California Active and Orange Coast Magazine.

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II. HIGHLIGHTS (CONT)

OFF SPORTS (CONT)

- o KTTV-TV/Good Day LA -- This new morning show that appears on the Fox television station requested to have their weather person go live from the tournament on Tuesday. It was no easy feat to fill this request because player schedules are not set until the evening prior and the show is on very early from 7 a.m. - 9 a.m. Working closely with Janine Bell, we came up with some very good segments for them. Shaun Stafford and her coach demonstrated the serve and utilized the IDS system to clock the speed. Jerry Diamond discussed the tournament. The final segment was Maggie Maleeva who talked about her life in Bulgaria, choices for hip music and her unique tennis shoe designs.

PROMOTIONS/PUBLIC RELATIONS

- o Breakfast at Wimbledon -- This first year event holds a lot of promise. For the Virginia Slims of Palm Springs, we had done similar promotions surrounding the Australian Open final which airs in the evening. As a variation on this theme, we contacted a local sports bar/restaurant to host a breakfast to watch the Wimbledon final. A traditional English breakfast was available. The tournament supplied us with tickets for give-aways, in addition to Virginia Slims merchandise. While the event did not garner much publicity, the restaurant did include the promotion information and tournament information in the monthly mailing that goes to over 2,500 people. It was co-sponsored by the Long Beach Press Telegram, a tournament sponsor.
- o Arantxa Sanchez Vicario/Spanish Consulate -- We contacted the Spanish Consulate in L.A. to discuss having an event that would honor Arantxa. A new consul general, who is a big tennis fan, was planning to arrive tournament week. The consul staff suggested a reception at the Beverly Wilshire Hotel the Tuesday of the tournament. Approximately 50 local dignitaries were invited including David Hasselhoff. The local media was contacted, but unfortunately, they did not choose to participate. People Magazine was very interested in a photo with Arantxa and David, but they opted not to use it. The event, did however, create a lot of good will. This is something to try for again next year, but with a different twist. Working with the consul's staff, we will look for a more festive event or cultural tie-in to make it more appealing and newsworthy.
- o Billie Jean King Service Award -- In it's sixth year, the Billie Jean King Service Award is presented to a person who has made outstanding contributions to tennis both on and off the court and is voted on by the media. It generally receives pick-up by the tennis writers, but more importantly it continues to generate good will among the recipients and the fans.

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III. CHALLENGES

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III. CHALLENGES

SPORTS PUBLICITY - Pre-Event

- o More Than Brief Mentions -- Using timely news releases, we are able to secure regular notes in the tennis columns leading up to the tournament. It has always been a challenge to get longer stories and develop newsworthy items that tie-in the tournament for the writers to use.
- o Media Day -- For the second year, we did not have a media day. This is something we would like to utilize if a top player is available. Having a player four to six weeks out allows you to take advantage of the moment to garner placements not available by telephone.
- o Draw Party -- Last year, the Volvo tournament was the week prior to our event and we opted to forgo the draw party which greatly diminished our coverage. This year, we realized that it is an important pre-event publicity opportunity and we felt that it should be reinstituted. Our initial recommendation was to hold the draw on the set of Phenom, a new sitcom on ABC-TV about a young tennis player. Per Virginia Slims request, it was determined to hold the draw on site of a Vons Supermarket. A number of obstacles needed to be addressed. The tennis media would not be available because they would be at the men's event. Therefore, a core group of media would be absent. In order to generate publicity we suggested using the Tennis Hall of Fame period costumes and setting up a small court at the store. Key media including food and business editors/writers would be invited to participate. In addition, the Lippin Group was to work on obtaining either an actor from Phenom or another high-profile celebrity. A top player was needed as well. Martina and Tracy Austin were unavailable because of World TeamTennis. Arantxa and Pam Shriver were playing in Mazda. Gaby would not come in early. A number of the broadcast media had called to inquire about the draw and when we mentioned the idea and the possibility of Gigi, they were very receptive. She was our last hope, but then she entered Mazda. At this point, Vons did not want to proceed with the event. Not wanting a repeat of last year, we at least wanted to find an option for the tennis media. We pitched them on a breakfast round-table in Westwood with Lindsay Davenport. She agreed to this idea pending the outcome of her World TeamTennis schedule. Lindsay became available for a Saturday meeting, but declined to participate. The only upside to the draw was the possibility of Jennifer Capriati entering. The Diamonds decided to wait until Sunday to hold the draw. The media was informed of the ensuing saga and a few column notes were generated. Capriati did not enter and it was disappointing that we lost out on this opportunity for advance publicity.

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III. CHALLENGES (CONT)

SPORTS PUBLICITY - Pre-Event (cont)

- o KCBS/Sunday Night Sports -- Jim Hill, the sports anchor had requested a player in-studio for his Sunday night show. They had originally requested Gaby, but she was not available. We suggested Pam Shriver and they agreed to tape the segment at the tournament site. She was, however, entered in doubles at Mazda and having reached the final was unavailable. We were unable to fulfill this request.

SPORTS PUBLICITY - Tournament-Week

- o Additional Features/Columnist Stories -- Our tournament week coverage is very extensive and receives prominent placements in the major dailies. With cutbacks in space and fewer personnel, we are pleased that we have been able to secure features with the key columnists from the Times and the Daily News. It is very challenging to obtain these features and to garner sidebar stories from general staff reporters.
- o Player Availability -- In order for us to be successful in national photo placements or local off-sports opportunities is must have players available tournament week. A lot of time was spent working with the Dodgers to set-up a photo opportunity with Martina and Pam for Monday of the tournament. Because of some communication problems with the Dodgers as to specifically what the visit would entail and some the player declined to participate. However, there was interest from the local media and People Magazine for the photo and the plans should have continued. Gaby also declined a national story with E! Entertainment. She did agree to a five minute phone interview with Tommy Bonk on Saturday prior to the tournament and one-half hour, in person, with Jim Murray, but these did not require any significant effort on her part.
- o Shrinking Opportunities --Last year, in addition to Tommy Bonk's coverage in the L.A. Times, we had four side-bar articles written. Two of them ran on the final Sunday of the event. This year, even if an additional reporter wanted to cover the tournament, there was no space in the paper. The Long Beach Press Telegram, a tournament sponsor, and a major daily in the area was unable to staff the event because they did not have enough reporters. They relied on wire stories for their daily coverage. We are fortunate to have beat tennis writers, because without them, comprehensive and knowledgeable coverage could be in jeopardy.

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III. CHALLENGES (CONT)

OFF-SPORTS

- o Daily Breeze -- Every year, they do one off-sports story. We pitched them on a number of ideas including Gaby and sushi to the food editor, how the hotel prepares for the players to the travel editor, Gaby and her perfume and exclusive photos taken by the players while at the tournament. They chose to do Dogs on Tour. Photos were sent to the editor. An interview was completed with Arantxa. The reporter needed to speak with Martina to complete the story, but when she became unavailable, the reporter declined to do the article and we lost this key placement. It was too late to substitute another story.
- o L.A. Times/Travel -- We pitched the writer on a "Player Tips" story. He immediately jumped on the idea and planned to run it on Sunday, August 8 to coincide with the tournament. A questionnaire was devised and faxed to Janine Goldberg at Wimbledon to assist in the story. A phone interview was completed between the writer and Pam Shriver from London. A second interview took place back in the U.S. with Zina Garrison Jackson. Two weeks before the tournament, he said it would run on Sunday, the 15th. Then ultimately, it ran on the 22nd, one week following the event, disappointingly without a mention.
- o E! Entertainment -- They contacted us regarding coverage of the tournament and we suggested either a "Behind the Scenes" look at the event or show Gaby making sushi at a local sushi restaurant. They were interested in the sushi story with Gaby. We researched local sushi bars and found one that was suitable, but Gaby declined the request.
- o Kodak Moment -- We thought a fun idea would be to give the players disposable cameras and have them document their week in L.A. When the Daily Breeze turned down this idea, it was pitched to the L.A. Times View section, but they were not interested. As a last ditch effort, we gave out the disposable cameras to a few key players on the final weekend. Unfortunately, only Gigi returned the camera. This is definitely an idea to try again next year.
- o Gaby/Perfume -- It took an inordinate amount of time to track down the appropriate people to get information and samples of Gaby's new perfume. When we finally did, it was one week prior to the tournament. We sent the samples and information out to the L.A. Times, Daily Breeze and Orange County Register fashion editors, but they chose not to use it.

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III. CHALLENGES (CONT)

OFF-SPORTS (CONT)

- o Gaby/Business -- In early June, we submitted questions to Dick Dell through Janine Goldberg, regarding the marketing of Gaby. Janine made many requests to Dick to obtain the information, but to no avail and we were unable to properly develop and pitch the story.
- o Kimiko Date/Japanese Festival -- One of the tournament sponsors is involved in the Neisi festival. We contacted them about approaching the festival and together sponsoring Kimiko in their parade. Everything was set, but we were never able to get confirmation from Kimiko as to her participation. As it turned out, she withdrew from the tournament because of an injury.
- o Arthur Ashe Foundation for the Defeat of AIDS -- As the official charity for the tournament, we were given the directive to develop a fundraising event to attract a wide media audience. It was our recommendation to hold a benefit concert on Friday preceding the tournament. The Foundation was to have played a major role in this endeavor and to have found a local AIDS organization that could help attract donors and possibly the talent. At one point, there were brief discussions of Virginia Slims taking a larger financial interest in the event and the Marlboro event staff was researching possible music acts. We spent time researching the costs, developing a budget and working with the club on logistics. When no firm interest or commitment could be obtained from the Foundation, the project was dropped. A second idea was to have a fundraiser on the Phenom set. However, with the Lippin Group working on other ideas for Phenom, this one was not pursued. As time was running out there were no options that would have been simple to produce with a minimal budget and still attract major media attention. At the same time, the relationship between Virginia Slims and the Foundation seemed to be strained with the emphasis switching to the Smash Hits event to benefit the Elton John AIDS Foundation. Because of this, we changed our focus. Billie Jean King was the guest speaker at the Philip Morris Media Brunch and then gave an informal talk to the tennis media regarding the event. This laid the groundwork for promoting the event, which received much local and national media exposure.
- o Martina/Guinness Museum -- We did a site check at the museum to determine how we could work together on a publicity opportunity with Martina. However, because of other media opportunities scheduled with Martina, this idea was dropped. If she plays the tournament next year, we should look to do something here to mark her retirement from singles competition.

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III. CHALLENGES (CONT)

OFF-SPORTS (CONT)

- o Hollywood Stars Homes -- E! Entertainment had initially approached us about covering the tournament. We suggested a fun idea of taking players on a tour of star homes with a well-know celebrity as a tour guide. We approached Rosie O'Donnell, but her publicist declined. We then spoke to a representative of Berry Gordy, founder of Motown, about the possibility of using his tennis court and having the players stop by to hit, but he declined citing privacy reasons. A reporter from KCAL-TV heard about it, and had expressed interest in pursuing this, but having just gotten back from vacation and needing to work on a special Raiders show, his time was severely limited. Unfortunately, the story was lost, but it could be used next year.

PROMOTIONS/PUBLIC RELATIONS

- o Vons -- From a public relations/publicity standpoint, this venture was extremely disappointing. Again, it was one of those promotions that could have been a success if we had a player available to participate in both the draw and the shopping spree.
- o BMW -- We spoke with Scott Donager, the marketing director, about developing some cross promotions, but he felt comfortable with his marketing plan and did not see the need to extend their involvement.
- o RE/MAX -- We had several conversations with them regarding promotions, yet they did not have the capabilities to carry out any of the ideas. We suggested two ideas. The first involved setting up the radar gun on the tennis court of a home for sale with tickets and prizes to those with the fastest serve. It would have been held during an open house. The other idea was to have a scavenger hunt promotion, whereby they could get clues at the various open houses. Depending on their management for next year, this is something we should continue to pursue. They did, however, place stories in the local weekly papers pertaining to their sponsorship.

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IV. LOGISTICS

2040230768

IV. LOGISTICS

The Robbins Group prides itself on providing a first-class working environment for the media. A key to that success has been the long-term relationships we have developed with the vendors who supply the media center from the phone company, to the electricians, to the tent company, security and even the beverage distributor. Not having to reinvent the wheel every year makes for a smooth running operation.

The club this year was under new management and our biggest concern was when they were discussing moving the media center. Having gone through this the year before, we knew an unbelievable plan was needed to make the move workable. We spent a lot of time walking the grounds and educating them on the overall media center operations, player security and logistics and how disruptive it would be to have to change locations. Ultimately, they saw things our way and the media center was not moved.

The media seating, which is out of our control, is the one area that could use improvement. The seats are split between the south and east grandstands. The problem is not with the seats as it is being in with the fans. During the final weekend it is very disruptive to the writers. We would again like to make the request to have Virginia Slims investigate making 12 seats available in the south boxes for the daily deadline media.

Listed below is a detailed recap of the logistics efforts.

2040230769

TENT/FURNISHINGS

Vendor: Aztec Rents
Contact: Howard

Phone: 310-328-5060

Ordered:

Tent 60' x 30', with open partition at 15' (All White)

Red carpeting (upgrade) for tent floor and riser

18	8' tables
6	6' tables
20	13 1/2' royal blue linen skirting
3	9' royal blue linen skirting
200	clips
Roll	white velon for table tops
80	plastic chairs (white)
9	quartz lighting (500 watts each) (3 in post-match)
2	exit signs
2	30' "cable"/rope to hang across tent at top of walls
3	easels
3	3' x 8' sections for 8' x 9' riser
2	small refrigerator/freezer
2	zinc tubs for ice
3	coffee pots
3	ceiling fans

Comments:

The location of the tent set back a few feet away from the stairs worked better than in the past when the edge of the tent bordered on the bottom step. There was no spa handle to be concerned with this year. The ceiling fans were nice, but not powerful enough on their own. We brought in two floor fans which helped keep the tent cool. Note, at the front entrance the door can not be closed. Also, the tent should remain all white and not striped to match the rest of the tournament setup. We may want to investigate the possibility of using mesh walls like they do at Manhattan Coolers.

2040230770

TELEPHONES

Vendor: GTE Phone: 800-482-8705
Contact: Gail Standley/Patty Soto,Dave Taylor 310-542-5511

Vendor: AT&T Phone: 818-304-5120
Contact: Joyce Hubbard

Ordered:

8 ten-button phones/with rotary capability

R1	unrestricted	(reception)
R2	unrestricted	(reception)
R3	unrestricted	(reception)
R4	unrestricted, no bell	(VS)
R5	unrestricted, no bell	(VS/KGF)
R6	restricted, no bell	
R7	restricted, no bell	
R8	restricted, no bell	

13 single lines

10	for single line phones, restricted
2	for faxing, unrestricted
1	for computer lines, unrestricted

Note: AT&T sets up the account
GTE is responsible for Centranet system

Comments:

There was some initial confusion regarding the restrictions on the phones, but Dave Taylor once again came to the rescue and fixed the problems. The number of phones and lines is sufficient.

2040230771

SECURITY

Vendor: Langer Security Phone: 213-888-4300
Contact: Roger Langer

Comments:

Each year, this security firm gets better. We have consistently had the same people assigned to the tent which enhances the smooth running operation of the media center. They are seasoned pros familiar with the routine and the people. As the phones were installed on Thursday prior to the event, we paid for security to guard the tent beginning Thursday evening. We took advantage of the guard and began moving in that night as well. The Diamonds began round-the-clock security on Saturday morning at 8:00 a.m. and finished at 6:00 p.m. on Sunday evening of the finals. The back gate remained shut, but unlocked per the fire marshall. The Diamonds paid for local football players to watch this back area.

SOUND

Vendor: The Sound Company Phone: 310-370-5513
Contact: Richard Lee Fax: 371-6853

Ordered:

2	speakers
1	mixer
2	table microphones
1	mult-box

Comments:

We stayed with the reduced capacity of the mult-box to save costs and everything worked out fine.

2040230772

OFFICE MACHINES

Vendor: Image Kraft Phone: 310-278-2515
Contact: Brian Kraft

Ordered:

- 1 IBM selectric typewriter
- 1 Heavy duty copier with collator
- 1 Desk-top copier with limited capacity

Vendor: Pitney Bowes Phone: 310-537-7260
Contact: Karen Mileski

Ordered:

- 2 Heavy duty fax machines

Comments:

This year, we again reduced our costs. We traded out tickets, provided by Jan Diamond, to Pitney Bowes for two fax machines. The sales representative provided us with an extra bonus and major time-saver by pre-programming one of the fax machines with our media list so that we were able to fax results and schedules-of-play to everyone by broadcast. The copy machines were slow, but worked fine as long as we didn't overheat them by making too many copies at once.

ELECTRICITY

Vendor: Pete Janowicz Electrical Phone: 310-316-0160
Contact: Pete Janowicz Pager: 310-767-2339

To order: Send a layout of tent and electrical appliances 10 days out.

Comments:

Again this year we had no problems with blown circuits because additional four-prong outlets were added by the volunteer desk, by the coffee machines and in both corners in the back. Pete came by every morning and evening to make sure everything was okay and that all the lights were either on or off.

2040230773

WALKIE TALKIES

Vendor: Bear Communications Phone: 213-962-9666
Contact: Any Sales Representative

Ordered:

7 Walkie Talkies plus chargers

Comments:

We continued with the seven walkie talkies. There is no reason to change for next year. The walkie talkies were distributed as follows:

Ann Victor
Christine Calandra
Janine Goldberg
Heather Hellman
Annalee Thurston
Reception Desk/Volunteers
Roving for court updates

FLORIST

Vendor: Bob's Nursery Phone: 213-376-0567
Contact: Bob, Greg

Ordered:

24 1-gallon white with reds vincas
bases wrapped in blue foil

2 5-gallon red bougainvilleas
bases wrapped in blue foil

2 7' ficus trees

2 6' palm trees

Comments:

The ants did not seem as bad this year. We did, however, keep cans of Raid nearby to spray as needed.

2040230774

BEVERAGES

Vendor: Sam's Deli Phone: 310-545-4588
Contact: Chang Hoe (Owner)

Ordered: A variety of sodas, beer (Miller), and water

Comments:

Water - Small bottles were purchased. These are useful because the reporters can easily take them to their seats when watching the matches and do not need to use cups.

Ice - We got ice from the ice storage box by the pool, free.

Coffee - We rented three, 55 cup pots from Aztec. One for regular and one for decaffeinated coffee and one for hot water.

Refrigerator - This year, we rented one large refrigerator rather than two small ones. The top portion was for ice and the bottom portion was for drinks and foods that needed to be kept cool. We also rented two large ice tubs that were kept outside the tent. One had water and the other had soft drinks and beer. This seemed to work out the best.

CLEANING SERVICE

Vendor: Manhattan Country Club phone: 310-546-5656
Contact: Christopher pager: 310-201-4636

Comments:

The cleaning service came once during the day and again at night. They did a good job, but we did have to call occasionally for extra trash pickup.

2040230775

VOLUNTEERS

Head volunteer: Marge Bjorkland 310-546-3766
600 31st Street
Manhattan Beach, CA 90266

Orientation meeting: Saturday, 10:00 a.m.
Distributed volunteer pack and comp tickets.

Volunteer pack: Duty Description
Fact Sheet
Who's Who Sheet
Sample Draw Sheet
Sample Schedule of Play
T-Shirt
Credential

3 volunteers per each day shift (Qualifying Sat & Sun only 2).
3 volunteers at night.

Comments:

This was Marge's third year as head volunteer and once again, she did a great job! All of the volunteers were eager to help above and beyond answering the phones.

MISCELLANEOUS

Newspapers - Purchase at Market: L.A Times, USA Today, Daily Breeze, Daily News
Received from Janis Carr: Orange County Register

Sprinklers - The club must be informed NOT to turn the sprinklers on in our area once the tent and carpeting is laid down.

Breakfast - Jan Diamond provided us with three boxes of Entenmann's. We did, however, continue to buy orange juice, cream cheese and bagels at the market.

2040230776



Southern California BMW Dealers
presents the

VIRGINIA SLIMS OF LOS ANGELES

To: Media Center Volunteers August 9 - 15, 1993

From: Ann Victor
Christine Calandra
The Robbins Group

RE: Virginia Slims of Los Angeles 1993
Media Center Volunteers Orientation

Date: July 27, 1993

Dear Volunteers:

Thank you all for volunteering and welcome back to those who have been with us during past year events. We greatly appreciate your time, consideration and interest in the Virginia Slims of Los Angeles. The following are some guidelines and samples that will help run the Media Center efficiently:

- General Tournament Information
- Volunteer Duties
- Who's Who Sheet
- Sample Schedule of Play
- Sample Singles Draw Sheet
- Sample Doubles Draw Sheet

Also enclosed is the official Virginia Slims t-shirt as well as credentials. Please write your name on the credential and wear the t-shirt while working in the Media Center. These two (2) items will make you identifiable to those using the Center.

If you have any questions and/or suggestions, please let us know.

Again, thanks for helping the Virginia Slims of Los Angeles.

Enclosure



VOLUNTEERS DUTIES

All volunteers will be responsible for all of these duties at all times.

1. Receptionist

- Answer phones: it is very important to be familiar with VSLA staff and reporters in the Media Center. If you cannot locate someone, ask Marge, Christine or Ann.
- Take messages: if a call comes in for someone not readily available, take accurate messages on special message pads. All messages should be tacked to the cork board behind the volunteers area. When people re-enter the Media Center, especially reporters, let them know they have a message.
- Help answer questions or find someone who can. Should someone on the phone have a question you cannot answer accurately, ask Marge, Christine or Ann for help.
- Light secretarial duties: you maybe asked to type labels or aid with other clerical duties.
- Clips: help cut and paste up press clippings.
- Results: help fax results.

2. Update

- Maintain and update draw sheets and schedule of play, including the smaller ones posted around the Media Center.
- Maintain supply of small draw sheets and schedule of play on the information table.
- Scores: go out to courts and check match scores.

3. Everyone

- Please help keep the Media Center clean and be ready to be called to action as needed.

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ANSWERING PHONES

Keep message pad and pen handy.

Please answer: "Good morning/afternoon, Virginia Slims Media Center..."

Please refrain from shouting across the room.

FAXING

Make sure the cover sheet reflects the current date and the proper amount of pages.

We usually fax the cover sheet, the day results, schedule of play for the next day, the singles draw, and the doubles draw sheet. Be sure you have the most current version of each before faxing.

PRESS CLIPPINGS

Christine will bring in a stack of various newspapers each morning. Cut out all articles that mention Virginia Slims or the tournament.

Photocopy the articles onto 8 1/2x11 paper (if they do not fit, reduce or cut).

Tape the original to boards for placement around the Media Center.

On the photocopies, underline any mention of Virginia Slims. Make sure that the copy includes the name of the paper and the date as it appears in the paper (i.e. don't write it in yourself).

UPDATING

The Large Draw Sheets (one for singles and one for doubles) and the Schedule of Play will be on easels and will be updated when you come in the morning. 8 1/2x11 copies of each will also be on table tops around the room.

When a referee comes into the Media Center after a match, he/she should use the photocopy machine directly in front of the volunteer area. (This machine is especially for their use). The photocopy of the score card should be marked with an "O" and give the original back to the referee.

On the Schedule of Play board: circle the winner's name and write down the score (using erasable markers).

On the Draw Sheet board: write the last name of the winner above the lines and score underneath (with the Sharpie markers). If there is a tie-breaker, include the tie-breaker score in parentheses after the corresponding set score (i.e. 6-7 (4-7), 6-3, 6-3), then go around the room and do the same on the 8 1/2x11's with a pen.

2040230779

PLEASE NOTE: On the big Schedule of Play and Draw sheets: seeded players are always in red and CAPITALIZED; unseeded players are in black and lower case.

Give the copy of the Score Card to Christine who will then type the results on the Master Draw Sheets and file the Score Card in the Scored Card file. If she is not around, and you know what to do, file the Score Card lengthwise (so that it is sticking up out of the file and will be noticed). The media will often ask to see a Score Card from a specific match. Just pull the original from Score Card file and make a copy for them -- don't give out the original!

Please don't update the Draw Sheets or Schedule of Play unless you have neat handwriting -- thanks!

Please see the Schedule of Play and Draw Sheets for examples.

GENERAL RULE

Always remember...if you are not sure about something, ask Marge, Christine or Ann. They will always make time to help you. And, of course, have fun.

#

2040230780

VIRGINIA SLIMS OF LOS ANGELES WHO'S WHO

VIRGINIA SLIMS PERSONNEL

INA BROEMAN
Director, Event Marketing



Media Center: 546-9400
Fax: 546-9420

NANCY ZIMBALIST
Manager, Event Marketing



Manhattan Country Club:
1330 Parkview Avenue
The club is located just off the 405
Fwy., east of Sepulveda. Exit
Rosecrans Ave., take a left at
Parkway and a right at Parkview.

JANINE GOLDBERG
Public Relations Director



The Robbins Group
Marcia Robbins
Ann Victor
Christine Calandra

HEATHER HELLMAN
Public Relations Director



Tournament Office: 546-7753
Jerry Diamond, Tournament Director
Jan Diamond

ANNALEE THURSTON
Director, Special Events



VS/Annalee Thurston: 796-1373

KT/Jim Fuhse: 546-9421

WTA/Pam Whytcross: 796-1363

Radisson Hotel: 546-7511

SHARI BARMAN
Special Projects Consultant



WTA PERSONNEL

PAM WHYTCROSS
Tour Director



FRED MULLANE
Photographer



LEE JACKSON
Manager of Special Services



KRAFT GENERAL FOODS PERSONNEL

JIM FUHSE
Event Manager



Barry Miller
Assistant to Director of MIS

2040230781



Southern California BMW Dealers
presents the

VIRGINIA SLIMS OF LOS ANGELES

August 9 - 15, 1993

SAMPLE SCHEDULE OF PLAY

VSLA/Schedule of Play
Saturday, August 8, 1992

STADIUM 10:00 AM
followed by

(3) PORWICK v. Benjamin
(8) ROTTIER v. Sampras
(1) WHITLINGER V. Stafford
Santrock v. REHE (2)
Faull v. PO (7)

(possible court change)

COURT #6 10:00 AM

(6) CIOFFI v. Boogert
Raymond v. SLOANE-LUNDY (4)
Smylie v. KELLER (5)
Magers v. Poruri

COURT #5 10:00 AM

Davenport v. Delone
Herreman v. Hiraki
Henricksson v. Kuhlman
MacGregor v. Richardson

COURT #4 10:00 AM

Nagatsuke v. Birch
Moore v. Reynares
Watanabe v. Toleafoa



VIRGINIA SLIMS TENNIS DRAW SHEET

\$350,000 VIRGINIA SLIMS OF LOS ANGELES

1	M. Lindstrom (SWE)	Field			
2	R. Field (SAF)	6-3, 0-6, 6-3	Graham	6-4, 7-5	
3	D. Graham (USA)	Graham			
4	E. Rossides (USA)	6-1, 6-1			
5	J. Hetherington (CAN)	Suire			
6	C. Suire (FRA)	6-4, 6-4	Toleafoa	6-3, 6-1	
7	C. Toleafoa (NZL)	Toleafoa			
8	J. RICHARDSON (NZL)	6-1, 2-6, 6-2			
9	T. WHITLINGER (USA)	WHITLINGER			
10	L. Spadea (USA)	6-0, 6-2	WHITLINGER	6-3, 6-4	
11	A. Gooden (USA)	Gooden			
12	K. Shin (USA)	6-4, 6-2			
13	J. Santrock (USA)	Takagi			
14	T. Takagi (JPN)	7-6 (3), 6-4	Takagi		
15	H. Na (USA)	KELLER			
16	A. KELLER (USA)	4-6, 7-5, 6-0			
17	B. CORDWELL (NZL)	CORDWELL			
18	P. Paradis (FRA)	4-6, 6-3, 6-4	CORDWELL		
19	L. Bonder-Kreiss (USA)	Bonder-Kreiss			
20	K. Gompert (USA)	6-2, 6-1			
21	L. Allen (USA)	Baranski			
22	R. Baranski (POL)	6-4, 7-5	Baranski		
23	S. Amiach (FRA)	Amiach			
24	C. BENJAMIN (USA)	6-1, 6-3			
25	B. FULCO (ARG)	FULCO			
26	C. Wood (GBR)	7-5, 6-4	FULCO		
27	H. Ludloff (USA)	Ludloff			
28	R. Szikszay (HUN)	6-1, 7-6(1)			
29	S. Gomer (GBR)	Gomer			
30	L. Stogner (USA)	6-0, 6-1	Gomer		
31	M. Oremans (NETH)	JAVIER			
32	M. JAVIER (GBR)	6-2, 6-0			

SAMPLE SINGLES DRAW

WINNER

SEEDS

- McGrath
- Javer
- Whitlinger
- Benjamin
- Cordwell
- Keller
- Fulco
- Richardson

PRIZE MONEY

WINNER	_____
RUNNER-UP	_____
3rd - 4th	_____
5th - 8th	_____
9th - 16th	_____
17th - 32nd	_____

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VIRGINIA SLIMS TENNIS DRAW SHEET

- 1) 1 G. FERNANDEZ-J. NOVOTNA
2 BYE
3 J. Durie-J. Richardson
4 A. White-R. White
5 P. Paradis-C. Suire
6 L. Gildemeister-P. Tarabini
7 P. Louie/Harper-p. Barg/Mager
8 L. GREGORY-G. MAGERS
9 Z. GARRISON-M. NAVRATILOVA
10 BYE
11 A. Dechaume-N. Herreman
12 H. Na-Ca. MacGregor
13 B. Paulus-N. Tauziat
14 B. Cordwell-C. Lindqvist
15 S. Rehe-A. Temesvari
16 R. Field-C. Wood
17 E. BURGIN-R. FAIRBANK-NIDEFFER
18 L. Barnard-D. VanRensburg
19 M. Lindstrom-H. Ludloff
20 I. Demongeot-C. Porwik
21 C. Benjamin-A. Minter
22 A. May-K. Po
23 BYE
24 N. PROVIS-E. REINACH
25 M. PAZ-G. SABATINI
26 J. Hetherington-K. Rinaldi
27 J. Enmons-S. Sloane
28 S. Collins-J. Smoller
29 E. Pfaff-A. Smith
30 A. Grossman-N. Miyagi
31 BYE
32 M.J. FERNANDEZ-B. NAGELSEN
- G. FERNANDEZ-J. NOVOTNA
A. White-R. White 6-3, 6-2
3-6, 7-6(4), 6-2
P. Paradis-C. Suire
3-6, 6-2, 6-2 L. GREGORY-G. MAGERS 6-4, 6-4
L. GREGORY-G. MAGERS 7-6(5), 6-4
Z. GARRISON-M. NAVRATILOVA
A. Dechaume-N. Herreman 6-0, 7-6(4)
H. Na-Ca. MacGregor 6-1, 6-3
B. Paulus-N. Tauziat
B. Cordwell-C. Lindqvist 6-2, 6-4
S. Rehe-A. Temesvari 6-1, 6-4
R. Field-C. Wood 6-0, 6-4
E. BURGIN-R. FAIRBANK-NIDEFFER
L. Barnard-D. VanRensburg 7-5, 7-6(1)
M. Lindstrom-H. Ludloff 6-3, 6-3
I. Demongeot-C. Porwik 7-6(7), 6-4
C. Benjamin-A. Minter
A. May-K. Po 4-6, 6-3, 6-4
BYE
N. PROVIS-E. REINACH
M. PAZ-G. SABATINI
J. Hetherington-K. Rinaldi 6-2, 6-1
J. Enmons-S. Sloane
S. Collins-J. Smoller 6-4, 7-6(9)
E. Pfaff-A. Smith
A. Grossman-N. Miyagi 6-4, 7-6(4)
BYE
M.J. FERNANDEZ-B. NAGELSEN 6-2, 4-6, 1-2 ret.
- SAMPLE DOUBLES DRAW
G. FERNANDEZ-J. NOVOTNA 6-1, 6-2
G. FERNANDEZ-J. NOVOTNA 6-3, 4-6, 6-4
Z. GARRISON-M. NAVRATILOVA 7-5, 6-1
G. FERNANDEZ-J. NOVOTNA 6-3, 4-6, 6-4
WINNER
E. BURGIN/R. FAIRBANK-NIDEFFER 7-5, 7-5
M. PAZ-G. SABATINI 6-2, 2-6, 7-6(2)
M. PAZ-G. SABATINI (default)

SEEDS

PRIZE MONEY

SITE Manhattan Country Club
DATES August 13-19, 1990
PURSE 350,000
DRAW 32-Player
SURFACE Hardcourt

- 1 G. FERNANDEZ-J. NOVOTNA
2 M.J. FERNANDEZ-B. NAGELSEN
3 Z. GARRISON-M. NAVRATILOVA
4 N. PROVIS-E. REINACH
5 L. GREGORY-G. MAGERS
6 M. PAZ-G. SABATINI
7 P. FENDICK-M. McGRATH (withdrew)
8 E. BURGIN-R. FAIRBANK

WINNER	\$21,000
RUNNER-UP	\$10,500
3rd - 4th	\$5,250
5th - 8th	\$2,625
9th - 16th	\$1,400
17th - 32nd	\$750

V. FUTURE
RECOMMENDATIONS

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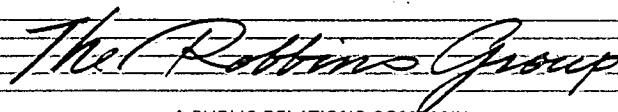
V. FUTURE RECOMMENDATIONS

1. Player availability: Each year, player availability tournament week has steadily declined. Often the player will only do one thing and quite often it is a big national hit. While we do not want to stand in the way of these placements, we certainly do not want them to come at the expense of our local stories. Next year, what may make the most sense is to carefully select and research one or two key ideas for the top players rather than spending time developing many ideas that realistically can't be fulfilled.
2. Promotional Opportunities: With the support of the Diamonds, we will look to expand and possibly develop some new promotions involving the supporting sponsors, as well as, special events that will assist in ticket sales and create awareness for the tournament.
3. Martina's Last L.A.: If Martina plays the tournament, we will look to develop a special memento of her reign in L.A. One idea would be to have a local artist create a special drawing. Signed posters could also be made with the proceeds going to the charity of her choice. We have already investigated the possibility of a star on Hollywood Boulevard, but they do not accept athletes. This is another indication of the difficulty of athletes making the cross-over to celebrity status in L.A.
4. Media seating: This is always a sensitive issue. If at all possible, we would like to provide 15 south box seats for the key media. The grand stand seats are fine during the weekdays, but on the weekends, it becomes very difficult for the reporters who are sandwiched in with the fans.
5. Security: Having the security start on Thursday gave us a jump on setting up for the weekend. Especially if we are to have a draw party next year, we need to be fairly functional on Friday afternoon and the only way to accomplish this is moving in on Thursday. Regardless, we should continue with this practice so as not to leave the phone equipment unguarded.
6. Food: Manhattan Coolers is great. Enough said.
7. Tent location: There is still the possibility of the club converting the media area to grass to hold outdoor functions. Every effort should be made to ensure that if they proceed with their plans, it will not affect the media center. As we have discussed, moving the media center will create many more problems than it will solve.

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VI. SUPPORT
MATERIALS

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A PUBLIC RELATIONS COMPANY

PUBLIC RELATIONS PLAN

\$375,000 VIRGINIA SLIMS OF LOS ANGELES

AUGUST 9 - 15, 1993

PRESENTED BY:
THE ROBBINS GROUP
APRIL 16, 1993

2040230788

**PUBLIC RELATIONS PLAN
1993 VIRGINIA SLIMS OF LOS ANGELES
AUGUST 9 - 15, 1993
MANHATTAN COUNTRY CLUB**

I. INTRODUCTION

The Robbins Group's goals for the Virginia Slims of Los Angeles are based on a publicity driven public relations campaign. It is our desire to support the brand and promoter marketing plans through our publicity efforts.

Overall, we will seek to position the tournament as a "happening" in Los Angeles, not to be missed, and as the most important women's sporting event in Southern California sponsored by Virginia Slims, the premier supporter of women's tennis.

II. OBJECTIVES

The main objective of the public relations plan is to obtain extensive and positive publicity for the Virginia Slims of Los Angeles. For 1993, specific targeted objectives are:

- o to assist in selling tickets by increasing the solid pre-event and tournament-week coverage
- o to extend the publicity coverage by increasing off-sports placements
- o to maximize Virginia Slims' sponsorship package by developing a publicity-worthy attraction with Vons supermarkets and supporting sponsors

III. STRATEGIES

Every story placed on behalf of the Virginia Slims of Los Angeles serves several purposes. Positive publicity reinforces Virginia Slims' sponsorship package, helps to sell tickets and highlights the entertainment value of the tournament in general.

The strategies that follow have been slotted to support a particular objective.

III. STRATEGIES CONT

- Timely press releases (see timeline)
- Notes to sports and tennis columnists (see timeline)
- One-on-one sport feature phoners
- Breakfast at Wimbledon
Host a VSLA breakfast party at a local sports deli to tie-in with Wimbledon. Ticket give-aways and prizes could be raffled. A fast serve contest in the parking lot could benefit charity.

o Off-Sports Publicity

- Hollywood Wax Museum
Create a wax mold of Martina and induct her as their first female athlete. This popular tourist attraction has over 250,000 visitors yearly. At this time, they are unable to underwrite the cost. If we cover the \$5,000 - \$6,000 fee they will credit Virginia Slims as the sponsor of the display.
- Guinness Museum of World Records - Hollywood
Across the street from the Wax Museum, this attraction features the record Martina holds for Wimbledon victories. We can look to do a fun photo here.
- "Phenom"
We have contacted the show to discuss publicity opportunities which may include taking players to the show, inviting the cast to the tournament or conducting the draw on their set.
- Friday the 13th
This auspicious day falls during our tournament. A few ideas may include having a "Freddy Krueger" or "Jason" look-a-like visit the tournament.

Have top American clothes designers make masques for a charity auction at the tournament. Tie-in with a department store to unveil the masques and display them prior to VSLA. The "unveiling" could also be used as a fundraiser.

III. STRATEGIES CONT

- Charity

Arthur Ashe Foundation for the Defeat of Aids has been selected at the official charity. We are investigating a benefit concert on Friday or Saturday at the club before the tournament.

o Retail Tie-in

As soon as a retail account has been selected we will pursue creative promotions to generate publicity for the tournament and the store.

IV. PRESS RELEASES AND TOPICS

- o May 1 Calendar Listing sent to long-lead publications
- o May 10 Release #1 (Navratilova/Sabatini/Sanchez Vicario)
- o May 24 Player notes
- o June 7 Release #2 (Novotna/Garrison-Jackson/McNeil)
- o June 21 Player notes
- o July 5 Release #3 (Maleevas/Date/Shriver)
- o July 19 Player notes
- o July 19 Mail credential applications
- o July 26 Release #4 (Rest of Field)
- o July 26 Draw Party Invites (TBD)
- o August 5 Release #5 (Wildcards)

V. POTENTIAL STORY ANGLES

Gabriela Sabatini, Martina Navratilova and Arantxa Sanchez Vicario, three of the top five players in the world, will headline the 56-player field. This strong combination will offer a variety of story angles. Sabatini, a crowd and media favorite, is returning after missing the tournament last year. Navratilova, who always has a lot to say will no doubt offer new insights, in perhaps this, her last Los Angeles appearance. Sanchez Vicario a relative newcomer to this event, has quickly gained the support of the fans and the interest of the media.

V. POTENTIAL STORY ANGLES CONT

MARTINA NAVRATILOVA

- o Controversial/outspoken player.
- o Maybe her last appearance before Los Angeles fans.

GABRIELA SABATINI

- o One of the highest paid female athletes. What makes her so valuable to a sponsor?
- o Rename a sushi dish in her honor at a local sushi bar.

ARANTXA SANCHEZ VICARIO

- o One of the best kept secrets on the women's tour.
- o Family is very important to Arantxa. Not only is she a member of a tennis-playing family, but travels with her mother and dog.
- o Arantxa is very popular with the hispanic media and we will look to highlight her Spanish background.

ZINA GARRISON-JACKSON

- o Training and a new attitude with coach Bob Kersee

FAMILIES ON TOUR

- o A few of the players that travel with their family. We will continue to pursue a story on how families travel, live, and work together.

LOCAL ENTRANTS

- o Since Southern California is a hotbed of local talent, we would pursue a story on all of the local entrants.

V. POTENTIAL STORY ANGLES CONT

WHERE ARE THEY NOW?

- o "Life after tennis" -- With so many ex-players either at school or working both inside and outside the industry it would be interesting to examine the trends.

NUTRITION AND EXERCISE

- o Southern California is a haven for tennis players who are always looking for tips on nutrition and exercise. We will get tips from the top players on their tricks for staying in shape and offer them to the local media.
- o Henry Hines is a prominent, local tennis coach that specializes in quickness and agility training and conditioning. He is currently working with Amy Frazier. We will pitch a story using both of them.
- o All the travelling coaches on site would not only make good spokespersons for the latest in training techniques, but they would most likely be more available for in-depth interviews than the actual players.

ODD FANS

- o Martina look-a-like
- o The woman that brings cheesecakes every year to Martina
- o Box seat holders that celebrate their birthday at the tournament each year.

CELEBRITY PICKS

- o Hollywood has an opinion about everything...

TOURNAMENT STATISTICS

- o Daily, we will update the fastest serve, best service percentage, and any other pertinent match statistics and provide them to the media as "Fast Facts."

TENNIS ETIQUETTE

- o What is appropriate and what's not.

V. POTENTIAL STORY ANGLES CONT

TRAVELLING AS A BUSINESS

- o What is the perfect hotel room/hotel?
- o What are the players' favorite vacation spots/hotels worldwide?
- o Have player(s) offer tips on travel in their hometown.

RADDISON PREPARES FOR PLAYERS

- o Work with the chef at the hotel to prepare special meals for the players.
- o Have foreign newspapers delivered.

PSYCHIC TO THE PLAYERS

- o Get a player to visit a psychic.

IMPACT STUDY

- o If this is being done, perhaps we could pitch it to business writers.

PHOTO OPPORTUNITIES

- o Gaby at a concert or movie premiere.
- o Cultural tie-ins with players at ethnic festivals or events.
- o As Miller Lite is a client, we will try to arrange a photo of the tennis players meeting the volleyball players to offer each other some fun pointers.
- o Jana Novotna makeover.
- o Martina and Magic playing basketball.
- o Sabatini working out at Muscle Beach in Venice.
- o k.d. lang singing the national anthem.

VI. TIMETABLE

Week of March 29 - April 4
(19 weeks out)

- * Site check at country club
- * L.A. Times column
- * Contact Arthur Ashe Foundation to begin fundraising plans

Week of April 5 - 11
(18 weeks out)

- * Creative meeting for off-sports/charity ideas
- * Contact Fred Mullane regarding photos

Week of April 12 - 18
(17 weeks out)

- * Begin updating mailing list
- * L.A. Times column

Week of April 19 - 25
(16 weeks out)

- * Draft calendar listing

Week of April 26 - May 2
(15 weeks out)

- * Begin developing long-lead feature pitches
- * L.A. Times column

Week of May 3 - 9
(14 weeks out)

- * Mail calendar listings
- * Draft Release # 1 (Navratilova/Sanchez Vicario/Sabatini)
- * Contact publications for long-lead articles
- * Status Report

Week of May 10 - 16
(13 weeks out)

- * Contact tennis media re: Wimbledon phoners
- * Overprinting of stationery
- * Follow-up on calendar listings
- * L.A. Times column
- * Send release #1

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Week of May 17 - 23
(12 weeks out)

- * Tournament office opens
- * Begin logistic planning

Week of May 24 - 30
(11 weeks out)

- * L.A. Times column
- * Mail release #1

Week of May 31 - June 6
(10 weeks out)

- * French Open - first week
- * Status Report

Week of June 7 - 13
(9 weeks out)

- * French Open - second week
- * L.A. Times column
- * Draft and mail release #2 (Novotna, Garrison-Jackson, McNeil)

Week of June 14 - 20
(8 weeks out)

- * Contact phone company to order service
- * Draft credential request form

Week of June 21 - 27
(7 weeks out)

- * Check and order tournament supplies
- * L.A. Times column
- * Reconfirm Wimbledon phoners

Week of June 28 - July 4
(6 weeks out)

- * Wimbledon - first week
- * Begin tournament week interview requests
- * Order crack & peel labels for credentials

Week of July 5 - 11
(5 weeks out)

- * Wimbledon - second week
- * Begin formulating draw party plans
- * Contact WTA regarding draw party
- * L.A. Times column
- * Prepare credential packets
- * Draft and mail release #3 (Maleevas, Date, Shriver)
- * Status Report

Week of July 12 - 18
(4 weeks out)

- * Ask Jan for parking credentials
- * Write Billie Jean King Service Award Release
- * Confirm equipment and supplies have been ordered for media tent
- * Follow-up on credential requests
- * Martina in town for TeamTennis

Week of July 19 - 25
(3 weeks out)

- * Mail credentials
- * L.A. Times column

Week of July 26 - August 1
(2 weeks out)

- * Draft and mail release #4: Rest of Field
- * Follow-up on credentials
- * Begin to assemble volunteer kit and tournament press kit
- * Begin pulling up player bios and year to dates
- * Draft and mail draw party invites

Week of August 2 - 8
(1 week out)

Volvo Los Angeles/Mazda LaCosta

- * Qualifying weekend
- * Draw party
- * Set up media tent
- * Fax release #5: Wild Card entries/qualifying tournament

WEEK OF AUGUST 9 - 15 TOURNAMENT WEEK

MONDAY, AUGUST 9

TUESDAY, AUGUST 10

WEDNESDAY, AUGUST 11

THURSDAY, AUGUST 12

* BJK Service Award (Tentative)

FRIDAY, AUGUST 13

* Quarterfinals

SATURDAY, AUGUST 14

* Philip Morris Media Brunch

* Semifinals

SUNDAY, AUGUST 15

* Finals

2040230798

The Robbins Group

A PUBLIC RELATIONS COMPANY
M E M O R A N D U M

TO: Jan Diamond
Virginia Slims of L.A.

FROM: Ann Victor
The Robbins Group

RE: Virginia Slims of L.A.

DATE: March 3, 1993

It was great speaking with you yesterday. Glad to hear that all is well in the Diamond family. Following is a brief re-cap of our discussion.

ARTHUR ASHE FOUNDATION FOR THE DEFEAT OF AIDS, INC.

- o Executive Director - Jackie Joseph, 212-922-0096
She will be in touch with you shortly to discuss fundraising ideas. In addition to the on-site booth possible ideas may include::

- event tie-in with a L.A.-based AIDS group
- event tie-in with the Volvo/LA tournament
- preliminary talks have begun with Magic Johnson's agent and music mogul David Geffen, perhaps there is an opportunity here worth discussing.

- o On-site Tournament Auction

This seems to be the most feasible project. We will pursue the idea of a photo retrospective of past winners with Virginia Slims. Additionally, we can work together to secure other items of note (see attached list of auction items from Chicago event as a guideline).

RETAIL TIE-IN

We will await word from you before we contact the retailer to discuss promotional/publicity tie-ins.

MEDIA TENT

A meeting has been scheduled for Monday, February 15 with myself and Janine Goldberg to site check the club for a new media center location. I spoke with club general manager, Chick Marshall, and he said there is an outside chance the area will not be converted into a grassy wedding area until after the tournament. We will keep you posted.

cc: J. Goldberg M. Robbins

2040230799

The Robbins Group
MEMORANDUM

TO: Janine Goldberg
Virginia Slims Tennis

FROM: Ann Victor
The Robbins Group

RE: Virginia Slims of Los Angeles

DATE: March 30, 1993

Today, Heather Hellman and I met with Chick Marshall, the general manager of the Manhattan Country Club (MCC). Below is a recap of our meeting. We will keep you posted as new information is made available.

MEDIA TENT

MCC has decided to revamp the area that has previously served as the staging area for the media tent. They plan to convert it into a grassy area with a portable gazebo that can be used for weddings. However, a determination of when to begin the project is pending and is expected within the next few weeks.

Based on the meeting and site check, it was agreed by all that it would be preferable for the media center to be kept in its present location, as other areas would prove difficult in meeting our needs. If the area is converted prior to the tournament, we suggested a temporary parquet floor covered by astroturf to provide a level floor. He did not feel this would be a problem and would re-sod the area after the tournament.

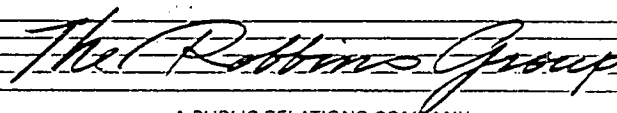
ARTHUR ASHE AIDS FOUNDATION/CONCERT

MCC is open to having a benefit concert on Friday, August 6, provided they receive some form of compensation for use of the club, which has yet to be determined. I have a call into Jackie Joseph to discuss these new developments. We spoke last week and she said she would be making some preliminary calls to her music contacts on the west coast.

Chick also mentioned that a private entertainment group has approached him regarding a concert on the same evening. This would be a for-profit venture. He is expecting a proposal from them in the next two weeks. He agreed to give us right of first refusal. Additionally, something to keep in mind is the city's outdoor noise abatement law which prohibits loud music after 10 p.m.

cc: H. Hellman
J. Diamond
M. Robbins

2040230800



A PUBLIC RELATIONS COMPANY

MEMORANDUM

TO: Nancy Zimbalist
Virginia Slims

FROM: Ann Victor
The Robbins Group

RE: Charity Concert

DATE: April 15, 1993

Below are the revenues and expenses the Manhattan Country Club incurred in 1990 for their pre-tournament concert. The overall cost was \$141,431 which included \$75,000 for Gladys Knight and production costs at \$33,500. The gross revenues were \$77,610 of which \$69,641 (approximately 2,200 seats) were for ticket sales. The event lost nearly \$70,000.

Based on their 1990 formula, the club estimated the ticket sales potential at \$157,020 (see next page). Using this system, additional revenues could be generated in 1993 from premium VIP packages, which could include, a dinner, cocktail party or ad in the VSLA program book.

Our expenses will be different from those of the club. Based on their expenditures it will probably cost \$40,000 - \$50,000. Additionally, the club would like to generate revenues for themselves in the neighborhood of \$10,000. This would come primarily from food/beverage and parking. We need to discuss how this money fits in the budget.

To be a successful fundraiser this year for the Arthur Ashe Foundation for the Defeat of AIDS, the talent needs to be donated and ticket sales need to increase. It can be done with a top name to draw in the crowd and the help of a local AIDS organization with a strong mailing list who is willing to split the proceeds. After reviewing, let's discuss.

EXPENSES

Food/Beverage	\$ 1,900
Payroll	\$ 4,684
Gladys Knight	\$75,000
Production	\$33,500
Radio Ads	\$ 6,570
Parking	\$ 1,790
Comedian	\$ 2,500
LA Times Ad	\$ 5,184
City Tax	\$ 5,406
Misc.	\$ 4,897

Total: \$141,431

GROSS REVENUES

Ticket Sales	\$69,641
Food/Beverage	\$ 7,969

Total: \$77,610

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BREAKDOWN OF 1990 POTENTIAL TICKET SALES

This is the formula the club used to determine the potential ticket sales revenues.

	# of seats	Cost per seat	Total revenue
East/West Grandstand	2,972	\$30.00	\$89,000
Box Seats	740	\$35.00	\$25,900
VIP Floor Seats	100	\$75.00	\$ 7,500
South Grandstand	1,154	\$30.00	\$34,620
Total:	4,966		\$157,020

cc: Jackie Joseph
Janine Goldberg
Marcia Robbins

2040230802

M E M O R A N D U M

TO: Janine Goldberg
Virginia Slims Tennis

FROM: Marcia Robbins/Ann Victor
The Robbins Group

RE: Virginia Slims of Los Angeles
Status Report #1

DATE: June 7, 1993

Below is a recap of our efforts to date on behalf of the 1993 Virginia Slims of Los Angeles.

I. PUBLICITY

1. Long Lead

- o Tennis West - A story is planned for the July/August issue featuring Martina Navratilova. Olga Houlgate submitted written questions to Martina which she answered last week. Cynthia Lum, a local freelance photographer that covers the tournament and is on staff at the publication, has submitted photos.
- o CitySports Magazine - They were pitched and are interested in the coaches behind the women. If they decide to pursue the story, we will work to set-up interviews during Wimbledon. Additionally, we will have Fred take photos of Carlos Kirmayer, Dennis Ralston and Craig Kardon.
- o Monthlies - Calendar listings and photos have been sent to area publications for the August issues. Follow-up calls have been made and listed below are those that have said they are planning to use the information.
 - Orange Coast Magazine
 - Where Magazine
 - Westways Magazine
 - L.A. Magazine
 - Valley Magazine
 - CitySports
 - California Active Magazine

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I. PUBLICITY (CONT)

2. Advance

o One-on-ones

- L.A. Times - Martina Navratilova has agreed to either a one-on-one interview with Tommy Bonk at Wimbledon or a phoner from the U.S. for his tournament advance.
- L.A. Times - We have contacted Jim Murray to do a one-on-one interview with Martina while she is in town for World Team Tennis. We will that the article run on the weekend prior to the tournament. He is checking on his availability for July 14. Martina has agreed to the interview.

o Conference Calls

- Tennis Beat Writers - All of them have expressed interest in a conference call with Martina. She has agreed and we will look to complete following Wimbledon. We are waiting for them to confirm their interest in a conference call with Arantxa Sanchez Vicario which we will look to complete, if possible, during Wimbledon.

o Releases

- Per the PR Plan, the first release and column notes have been sent out. We will continue to forward clips as we receive them.

3. Tournament Week

- o E! Entertainment -- They have contacted us regarding a possible "Behind The Scenes" show. They are interested in Gaby and sushi, Arantxa and the Spanish Consulate, Kimiko in the parade, and Tour of Star Homes.
- o KNBC-TV -- Brett Lewis, weekend anchor, has contacted us regarding a story on tennis etiquette. We will continue to follow-up and develop the story closer to the tournament.

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I. PUBLICITY (CONT)

4. Off-Sports

- o Gaby's Perfume -- Martha Cassidy, marketing director for Muelhens, her perfume manufacturer, has been contacted. We have asked for general information on the two lines and their availability in the U.S. Once we have the background information we can begin to pitch a fashion story.
- o Radisson Hotel -- A meeting has been set-up next week with Tim McGil, the sales manager, to discuss joint publicity opportunities.
- o "Phenom" -- As of today, no production date has been set, although it will be in August. We are working with a new contact and should know more by the end of the week.

II. PROMOTIONS

- o Spanish Consulate - They have expressed interest in having Arantxa as the guest of honor at a reception of 60 people at the Beverly Wilshire Hotel. The incoming Consulate General is a big tennis fan and will be moving to L.A. during the first week of August. They will invite celebrities and other influential city and hispanic leaders. They will cover the costs. Let's discuss the best date. More details will be forthcoming following confirmation of Arantxa's availability.
- o Tour of Star Homes - We are working with Susie Keane to contact Berry Gordy to determine his interest in participating. Information has also been sent to Rosie O'Donnell's manager to determine her interest in acting as our unofficial tour guide. Ann will be accompanying one of Oskar J's tours next week.
- o Nisei Festival -- Heather Hellman is in the process of confirming Kimiko Date's availability for this annual Japanese festival parade on Sunday, August 9.
- o Guinness Museum of World Records -- The meeting with the marketing director on May 17 was rescheduled for next week. We will keep you posted on developments.

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II. PROMOTIONS (CONT)

- o Long Beach Press Telegram -- Barbara Kushner and I have a meeting next week with Bruno LaRosa, marketing/promotions manager to discuss joint promotions and publicity. We will look to implement the "If Only I Could" contest.
- o Vons -- A meeting has been scheduled with their marketing and promotions departments for Tuesday, June 8. A separate memo to follow.
- o Charity -- The benefit concert for the Arthur Ashe Foundation for the Defeat of AIDS will not be taking place. Let's discuss our next options.

III. LOGISTICS

- o Media Center -- Manhattan Country Club has agreed to keep the media center in the same location. They have yet to determine if the area will be grassed in for a wedding area. If it is, they will cover it with a hardwood floor to provide a solid base. We will keep you posted on the status of the tent.
- o Media Food -- We will again utilize Manhattan Cooler for media dinners. Jan Diamond is in the process of negotiating prices. She does not anticipate much of an increase over the \$10 per/person of last year, if any. Manhattan County Club is putting together a proposal for lunches utilizing their vendors. Last year, the price was \$5.50 per/person.
- o Media Volunteers -- Marge Bjorkland will again head-up the volunteers. She has already begun recruiting. We will plan a training session on Saturday, August 7.

IV. MISCELLANEOUS

- o Women's Sports Foundation - FYI, the Women's Sports Foundation will be honoring Annie Meyers Drysdale for her recent induction into the Basketball Hall of Fame, Tuesday, August 10 at the tournament. We are involved because of our ties with the WSF. We will keep you posted on the details.

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